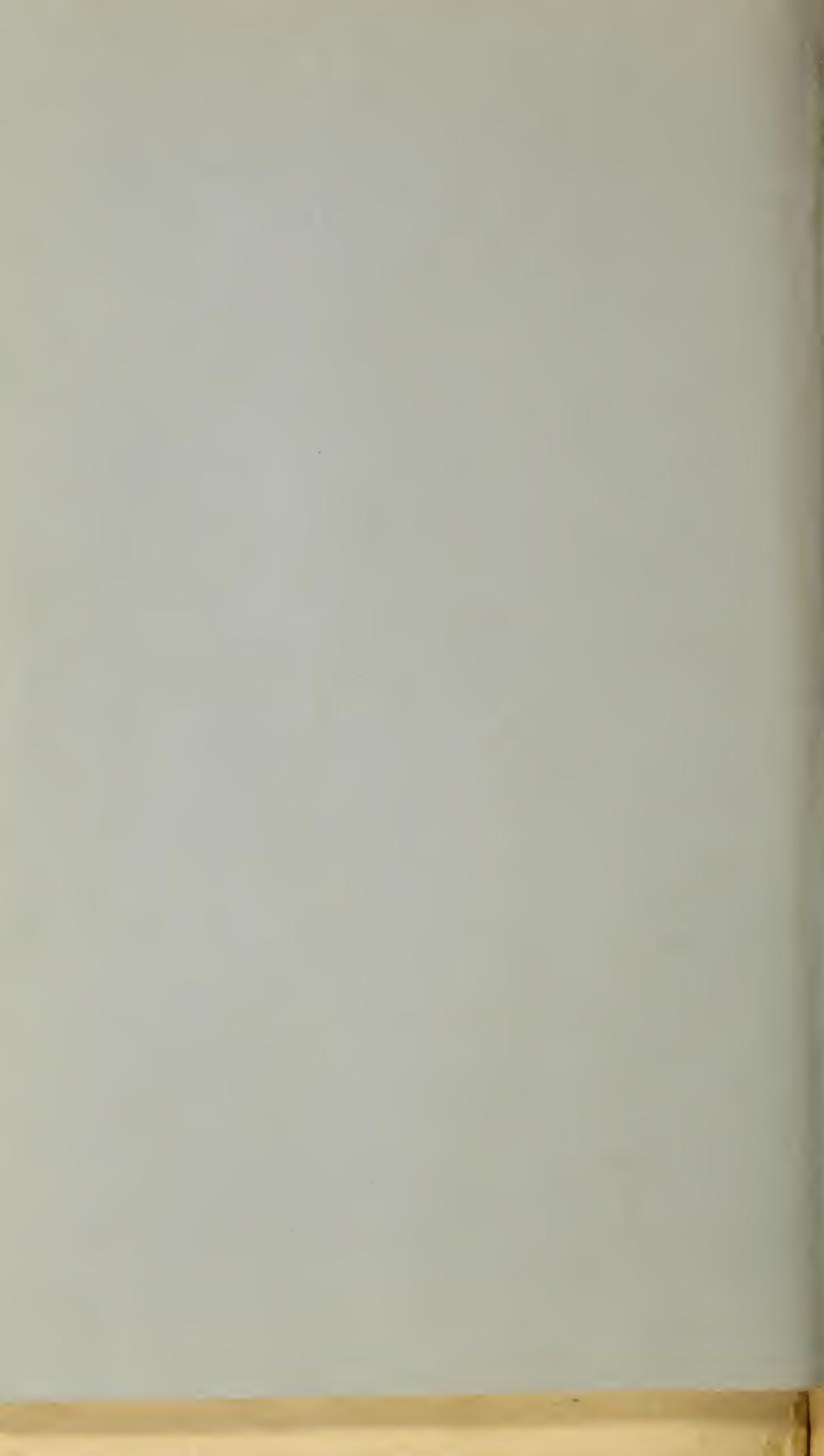


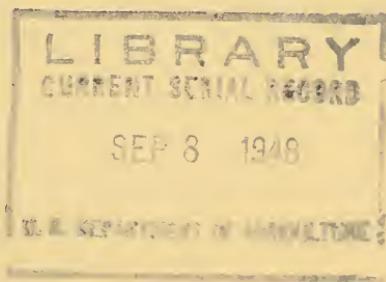
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Potato Preferences Among Household Consumers



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Potato Preferences Among Household Consumers

Prepared in the BUREAU OF AGRICULTURAL ECONOMICS¹

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INTRODUCTION

In the last few years the forces of a declining per capita potato consumption and a high level of production have combined to focus considerable attention on the potato industry as a whole.

Laboratory research is already directed toward a physical improvement in potatoes as well as toward expanding the field of industrial utilization. Another phase of the research program is to study the pattern of consumer demand. Information about the consumers' requirements and wishes can help in the development of a program for improved marketing methods.

To obtain a picture of consumers' purchases and preferences, a survey of consumers in private households was conducted. This consumer-preference study was designed to supplement and expand consumer-preference information previously obtained from a limited number of studies conducted in a few metropolitan areas.

Data gathered from this study can provide a base of information for development research as well as a fairly detailed description of the private consumers' preferences which will help growers decide what kind of potatoes to produce and how to prepare them for market. They

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may also be of use to distributors in determining how to improve the merchandising of potatoes. The proper handling of potatoes so as to present them to consumers as they prefer them can make a significant contribution to the improvement of marketing and the maintaining or increasing of the demand for potatoes.

To fulfill the objectives established by the planning committee, the following 11 topics were covered in this survey:

Buying for external characteristics	Buying of brand-packaged potatoes
Buying for size of potato	Buying by grades
Buying for cooking qualities	Storage problems
Cooking habits	Buying of processed potatoes
Use of potato substitutes	Influence of size, price, quality, and supply on purchase.
Use of potatoes	

DESIGN OF THE SAMPLE

The universe for this survey was the 23.7 million private households in cities of 2,500 and over in the United States. The actual survey covered a cross-section sample of the private households in this universe. Hotel, restaurant, and other institutional users are specifically excluded.

In addition to giving national urban figures the sample was designed to give separate estimates for the South, the rest of the country excluding the South, and three cities—Boston, Chicago, and Los Angeles.

Small towns and the open country were excluded in order to eliminate those areas where most of the potatoes consumed by the households are grown by the consumers themselves and are not part of the commercial chain of production and distribution.

It has been estimated that about 85 percent of the autumn commercial crop is distributed in towns of 2,500 and over. The high cost of including the rural and rural nonfarm areas (2,500 and under) in the sample, to complete the picture of the remaining 15 percent of the crop, was not considered justified.

It was thought advisable to give separate estimates for the South because of the rather well-established differences in food habits between the South and the rest of the country. Therefore, data were obtained for the Nation divided into two regions, (1) the South and (2) all other States. Hereafter, in this report "all other States excluding the South" will be referred to as the North. The South is defined here as the region comprised of Texas, Louisiana, Oklahoma, Arkansas, Mississippi, Alabama, Florida, Georgia, Tennessee, Kentucky, South Carolina, North Carolina, Virginia, West Virginia, Maryland, and Delaware.

Boston, Chicago, and Los Angeles were chosen so that there might be an observation of the differences, if any, between areas which represented very different supply patterns. The Boston market is largely dominated by potatoes from Maine, Chicago receives potatoes from almost every potato-producing area, and Los Angeles is supplied primarily from California and Idaho.

SIZE OF SAMPLE

The total number of interviews taken was 3,306.

This total number is not used as a basis for percentages because of the necessity for differential weighting. Thus, when treated separately,

the South is represented by 1,183 cases and the rest of the country (North) by 1,706 cases. In order to bring the South into its proper relation with the United States as a whole, weights applied to the number of interviews in the South bring the percentage base for United States total figures to 2,096 weighted cases, rather than the raw sum of the two regions taken separately. Treated separately, Boston is represented by 243 interviews, Chicago by 255, and Los Angeles by 226. When these cities are thrown together into totals for the North, however, weights again have been applied to reduce the representation of these cities to their proper proportions in the North as a whole.

WHO WAS INTERVIEWED

All households which fell into the sample were interviewed unless they had paying boarders, never used potatoes,² or never prepared meals at home. These ineligible households were interviewed for their household characteristics only.

The homemaker was the person interviewed. The homemaker was defined as the person in the household with most responsibility for the buying and preparation of food.

TIME OF INTERVIEWING

Interviewing took place simultaneously all over the Nation in the 4 weeks between mid-November and mid-December, except in Chicago and Los Angeles. In these two cities, the field work started about a month later and was completed about 3 weeks later than in the remainder of the sample points.

The interviewing, therefore, was done while the late crop of potatoes was available to the household consumers. This timing permitted us to measure consumer preferences in regard to the crop that comprises about 80 percent of the total year's production.

SUMMARY OF MAJOR FINDINGS

Buying for external characteristics.—Homemakers look for three or four specific external characteristics when they buy potatoes. The items most frequently mentioned were smooth skin, clean surface, very few eyes, and no spots or blemishes.

Buying for size of potato.—Most homemakers reported that they usually buy a medium-sized potato. The primary reasons given for this choice were (1) they are the right size for judging portions, (2) they are easy to handle, and (3) they can be used for several methods of cooking.

Only one-fourth of the respondents reported that they ever buy small potatoes just by themselves.

² Only 2 percent of the homemakers in the sample said they did not eat potatoes. This group was older than the rest of the sample (70 percent were 45 years of age or older); they had less education (half of them didn't go beyond grammar school; the other half had attended high school or college); and they earned slightly less money (59 percent earned \$50 or less per week, 27 percent earned over \$50 per week). The primary reasons they reported for not eating potatoes were: "They do not agree with me" and "We don't like the taste of potatoes."

The large group who do not buy small potatoes said they do not do so because small sizes take too much time to prepare and involve too much waste in peeling.

About one-third of the homemakers reported that a decrease in the price of small potatoes would induce them to buy more of the small ones.

More than a third reported they buy large potatoes separately. This size is chosen primarily for baking.

Buying for cooking qualities.—Almost 9 in 10 of the homemakers said they buy only one all-purpose potato or an all-purpose potato plus one special-purpose potato. The special-purpose potato is usually for baking.

They would like three main cooking qualities for their all-purpose potato: "It should cook up mealy," "it should not fall apart in cooking," and it should cook up evenly and soft throughout.

Cooking habits.—For the evening meal, 9 in 10 had served potatoes at least once within the week previous to the interview; the average was four times a week.

The people in the households surveyed had consumed, on an average, 3 pounds of potatoes per person during the week previous to the interview date.

Use of potato substitutes.—Approximately three-fourths of the homemakers said they use other foods in their meals as substitutes for white potatoes.

In the North, homemakers reported using cereal pastes most often, rice was second in frequency of use, and the beans-peas-lentils group was third.

The South reported rice first, cereal pastes second, and the grits-cornmeal-mush group third.

Contrary to some expectations, sweetpotatoes were mentioned as a substitute for white potatoes by only 10 percent of the northern homemakers and 16 percent of those in the South.

Use of potatoes.—Six in 10 homemakers said they include potatoes in their meals because their families like them and that they are serving potatoes about as often as their families care to have them. Very few homemakers seem to know that potatoes have any food value other than starch. Most of the homemakers who mentioned specific food values said they learned about the nutritional aspects of potatoes through printed material such as magazines, books, pamphlets, and newspapers.

Buying of brand-packaged potatoes.—More than half of the homemakers who had bought potatoes within the week previous to the interview said they bought their potatoes loose out of a bin. They tended to buy in units of 5 pounds or less. Those who bought packaged potatoes bought primarily in 10- and 15-pound units.

Buying by grades.—A little more than half of the homemakers reported that they had heard of potato grades but most of them had only a general impression of what they meant.

Most homemakers who said they had heard of potato grades never noticed markings on bins; a few had noticed them on bags or packages.

Most homemakers were interested in having grades marked on bins, bags, and packages.

Storage problems.—The majority of the homemakers said they bought potatoes to last for more than a week. Kitchens seemed to be the usual place for storage.

Three in four homemakers throughout the country said they had gotten some potatoes in their purchases which were so bad they could not be used.

Buying of processed potatoes.—Most homemakers reported they had used *potato chips*. The users reported serving them primarily for snacks, parties, and picnics.

Those who had tried *canned white boiled potatoes* said they liked them because of the convenience.

Influence of size, price, and quality on consumer purchases.—Overall, homemakers said they evaluate quality as the most important item when they buy potatoes. Size was second most important, they said, and price third. Respondents in the lower income group showed more interest in price than those in the upper income group.

SURVEY FINDINGS

BUYING FOR EXTERNAL CHARACTERISTICS

LIKES AND DISLIKES ABOUT OUTSIDE APPEARANCE.—A completely open question was asked at the beginning of the interview to learn the things the homemaker particularly likes or dislikes about the outside appearance of potatoes when she buys them.

The answers given in response to this open question reflect the first things that came to the homemaker's mind—her criteria for a potato she would buy. These include not only a description of the positive characteristics for which she looks but include negative characteristics she tries to avoid.

The fact that the most frequently mentioned items were those concerned with surface smoothness and descriptions of the outside condition (quality) of the potato gives an interesting insight into the standards of acceptability by which the homemaker determines her purchase.

Ninety-eight homemakers out of every one hundred reported they look for specific outside characteristics and volunteered full descriptions of the things they consider desirable or undesirable (table 1). Only 2 out of every 100 said they just buy potatoes without looking for anything in particular.

On the average, each respondent discussed three or four items. Though many items were mentioned, they grouped themselves into 10 general categories: Skin texture, contour, clean surface, age and decay, surface imperfections, mechanical and handling injuries, size, color of skin, specific type, and shape. In most cases, each other item mentioned referred to a completely new category. For instance, a homemaker was likely to say she likes a smooth-skinned, medium-sized potato of light color. She seldom confined all items mentioned to one category.

For the United States as a whole, almost two-thirds mentioned at least one item about skin texture—practically all of these emphasizing the desirability of a smooth skin. About half seemed concerned

with contour. The contour characteristics most frequently mentioned were freedom from eyes and knobs. Almost half said they wanted a clean surface. About one-third brought up the subject of age and decay—they want a firm potato, not soft or shriveled. About a third seemed to have had experience with surface imperfections—of scales and spots which they try to avoid when picking out potatoes. A little more than one-fourth said they disliked mechanical and handling injuries such as cuts, sunburn, and bruises. About the same proportion discussed the size they like—the overwhelming emphasis was on a medium-sized potato.

About one-fourth of the buyers expressed a preference for a particular color of skin with the popular choice going to a light skin. A small proportion (8 percent) explained their likes or dislikes in terms of a specific type of potato; that is, Maine, Idaho, etc. Very few comments (5 percent) were volunteered as to the shape of potato wanted.

In 8 out of the 10 subjects mentioned the respondents in the North and the South showed very small differences (5 percent or less) in likes and dislikes. In the two points of difference, 47 percent of the interviewed homemakers in the North were interested in clean potatoes, while only 38 percent in the South seemed so concerned. In reverse, those in the South, with a warmer climate, mentioned dislike of age and decay in 51 percent of the cases, in contrast with only 30 percent citing them in the North.

Among the subjects mentioned, the cities differed from each other to a greater extent than did the North and the South. Although all of the subjects were discussed in each of the cities, the difference in emphasis among them is of special note, as well as the fact that although some subjects were mentioned more often in one city than in another there was a fairly consistent order of importance among the items of any one subject.

For instance, even though homemakers in Boston volunteered more comments (36 percent) about size than those in the other two cities, those in all three cities showed a distinct preference for a medium size. Chicago brought up the subject of contour a greater proportion (53 percent) of the time—but all three agreed that a large number of eyes or bumps were undesirable characteristics. Age and decay were most conspicuously mentioned (33 percent) in Chicago, with all three cities bringing up the question of freedom from soft spots and rot. On the subject of color of skin, this consistency did not continue. Chicago mentioned color most often and expressed interest in a red-skinned potato. To a lesser extent Boston and Los Angeles discussed color, and in these cities a light skin was what a housewife looked for when she bought potatoes. Although Los Angeles discussed clean surface (52 percent) more often than the other two, more than a third of Boston and almost a half of Chicago seemed to think this an important aspect of the buying situation. One-third of the respondents in Los Angeles mentioned surface imperfections, giving special attention to freedom from spots and miscellaneous surface blemishes.

These subjects were the ones in which there was considerable difference between the cities. This, however, does not minimize the importance of the other subjects in which the respondents of all

the cities indicated interest, but at about the same level of concern. About one-half in each of the three cities wanted a smooth-skinned potato and about a third mentioned mechanical and handling injuries. This three-city comparison is conveniently summarized as follows:

<i>Relative interest between cities</i>	<i>Boston reports</i>	<i>Chicago reports</i>	<i>Los Angeles reports</i>
<i>More interest than the other 2 cities in----</i>	Size of potato	Contour Age and decay Color of skin	Clean surface Surface imperfec-tions
<i>Less interest than the other 2 cities in----</i>	Contour Clean surface Age and decay Surface imperfections		Size of potato Color of skin
<i>About the same interest as the other 2 cities in-----</i>	Skin texture Mechanical and handling injuries	Skin texture Mechanical and handling injuries	Skin texture Mechanical and handling injuries

Potato for General Use.—More than one out of every two interviewed homemakers said they like a particular kind of potato for general use. There was not much difference between the North and the South, but the cities showed a fairly wide range of interest. In Boston 59 percent like a particular kind for general use, in Chicago 82 percent, and in Los Angeles 73 percent. Most of those who like a particular kind say they are able to buy it locally (tables 2 and 3).

Homemakers who reported they like a particular kind of potato for general use were asked why they considered the potato they had in mind so desirable. A number of reasons were given, but no one reason was mentioned by more than about one-fourth of the homemakers. The leading reasons for preference given by those respondents who said they like a general-use potato involved taste, uniform texture after cooking with no hard cores, firmness after cooking, and the fact that such a potato can be used for baking as well as in other ways of cooking.

Several other reasons were given, but they were mentioned by less than 10 percent of the respondents (table 4).

There is good evidence for the conclusion that most of the homemakers who prefer a particular potato for general use do not know the State of origin of their preferred tubers. For the total urban United States, Idaho was mentioned by 21 percent of these homemakers and Maine by 13 percent. Another 31 percent named other States but no one State was cited with a frequency of more than 3 percent. Thirty-five percent of the women said they did not know from what State their preferred potato came. In the North these percentages are almost identical with the total United States, varying no more than 2 points. Forty-eight percent of the southern respondents, however, said they did not know the State of origin of their preferred general-use potato, while an additional 26 percent named several different States no one of which was mentioned by more than 2 percent. Twenty-two percent of the southerners said their general-

use potato came from Idaho and 4 percent thought it came from Maine.

In the three cities, 56 percent of the Boston homemakers who like a general-use potato said theirs came from Maine but none of those in Chicago or Los Angeles mentioned this State. Only 8 percent of the Boston homemakers named Idaho as the source of their general-use tubers while 21 percent in Chicago and 34 percent in Los Angeles cited that State. Thirty-one percent in Boston, 27 percent in Chicago, and 23 per cent in Los Angeles named several other States but no one was mentioned by a significant percentage except in Los Angeles, where 17 out of the 23 percent either cited California or said their potatoes were locally grown. Only 5 percent of the Boston women said they did not know the State of origin of their general-use potato while, 52 percent in Chicago and 43 percent in Los Angeles said they did not know. It must be remembered that those women who did name a State of origin were only expressing an opinion, which may or may not be correct.

BUYING FOR SIZE OF POTATO

SIZE USUALLY BOUGHT.—Three-fifths of the homemakers in the United States reported that they usually buy a medium-sized potato. The North reported about the same proportion and the South a slightly higher one (66 percent).

In the three cities, again, there seem to be distinctively different sets of buying habits. Boston reported only 54 percent buying medium-sized potatoes, while Chicago and Los Angeles report 71 and 73 percent, respectively. Mixed sizes are more popular in Boston than in the other two cities, with 37 percent in Boston reporting buying them, 20 percent in Chicago, and only 15 percent in Los Angeles (table 5).

The buyers of mixed sizes reported that they buy combinations of: large and medium; small and medium; large and small; and small, medium, and large. Over half of the buyers of mixed sizes said they buy all three sizes at one time.

Only 2 percent reported that they don't pay any particular attention to which sizes are in the mixed selection they buy (table 6).

REASONS FOR USUALLY BUYING MEDIUM SIZE.—For the United States, the respondents who say they buy the medium size (60 percent of the total), cited three reasons to a much greater extent than any others: (1) Almost a fourth of the users of the medium size said they like them because with them, portions can be judged more readily; (2) a fifth said they are easy to handle and peel; and (3) a sixth or thereabouts said they can be used in several methods of cooking. Other reasons were given by from 1 to 7 percent of the users.

In both North and South these percentages are not significantly different from those for the United States as a whole.

The three cities showed some variation, but all three considered right size for judging portions and ease of handling the most important reasons for buying the medium size (table 7).

REASONS FOR USUALLY BUYING MIXED SIZES.—Those women who said they usually buy potatoes in mixed sizes gave far fewer reasons than did the users of medium-sized potatoes. For the United States, almost one-half said their purchases were of mixed sizes because they

bought their potatoes already packaged or sacked by the dealer, and the potatoes they got this way came in assorted sizes. About 1 in 5 said they deliberately chose mixed sizes because they could be used in different ways but a third gave no reason for their preference. The percentages for the North do not differ significantly from those for the United States but in the South more homemakers (about a third) said they bought mixed sizes because of possible variations in preparation, and fewer users (28 percent) gave merchandising practices as a reason for buying assorted sizes. More than two-fifths of the southerners, however, gave no reason.

In Boston more than two-thirds of the buyers of mixed sizes said they did so because of marketing practices which made assorted sizes easiest to buy, and more than half of those in Chicago gave the same reason. This is in sharp contrast to Los Angeles, where only 9 percent of the homemakers explained their purchase of mixed sizes on the basis of merchandising methods. Almost half the Los Angeles buyers said they bought assorted sizes because they can be used in different ways. A fourth of the Chicago respondents gave this reason but it was cited by only 6 percent of Boston buyers. It should be recalled, however, that relatively few Los Angeles homemakers buy mixed sizes, whereas more than a third of the Chicago homemakers do so. From a third to almost half the buyers of assorted sizes, in the six area tabulations, gave no reason for such purchase (table 8).

No tabulations were made of the reasons why respondents usually buy large- or small-sized potatoes because of the very small percentage reporting these sizes (table 5).

SIZE LIKED BEST FOR GENERAL USE.—The interest in a medium-sized potato was given even greater emphasis when the respondents were asked, "Aside from the sizes you buy, what size potato do you like best for general use?"

In answer, about four-fifths of the respondents in the United States tabulations said they like medium sizes best. In this question of preference, the popularity of mixed sizes dropped to 8 percent.

There was such slight variation between the North and South and among the three cities that the above result is a safe generalization for all the locations tabulated separately for this survey (table 9).

Comparing this finding with that in table 5, it appears that a considerably larger number of homemakers prefer the medium size than actually buy them. This apparent conflict between expressed preferences and buying behavior is probably accounted for by marketing practices which present the prospective buyer with ready-sacked potatoes not sorted for size, which she accepts rather than go to the trouble of picking out a special size from a bin of mixed sizes.

SHAPE LIKED BEST FOR GENERAL USE.—In the tabulations for the United States, almost a third of the respondents said they prefer an oval potato, slightly fewer prefer round, and less than 1 in 5 prefer long ones. An unusually large proportion (20 percent) report they have no particular preference regarding shape.

These proportions are substantially the same in the North, but fewer southern homemakers expressed a preference for oval potatoes, while slightly more of them favored round or long tubers.

A ranked order of preferences in the three cities is as follows: Boston prefers round first, oval second, and long third; Chicago puts round in first place, and oval and long tie for second; Los Angeles likes oval decidedly best, places long second, and hardly recognizes round as a shape to be desired (table 10).

SEPARATE PURCHASE OF SMALL POTATOES.³—Only one-fourth of the respondents in the United States reported that they ever buy small potatoes just by themselves. Chicago reports high with one-third and Boston low with one-fifth (table 11).

Because so few respondents make separate purchases of small potatoes, only the largest categories given in answer to "How do you use the small ones?" and "Why do you use the small ones?" are of statistical significance.

In the United States about one-third of these users said the small ones are bought for boiling and a little more than one-fourth use them for "a number of purposes." A fifth said they buy them for use in salads. Miscellaneous preparations account for the remainder of the sample. The North follows about the same percentage distribution as the United States average. The South reported a slightly higher percentage boiling the small sizes. Very few southern homemakers said they use small potatoes especially for salads.

In all areas, "They cook up quickly," was one of the most frequent reasons given for buying small potatoes separately. The second most frequent reason in the United States and the South was, "It is the only size available sometimes"; the second reason in the North was, "It is cheap in price" (tables 12 and 13).

NEVER BUY SMALL POTATOES SEPARATELY.—Almost three-fourths of the respondents in the United States tabulations said they never buy small potatoes separately. About one-third of this group say that small sizes take "too much time to prepare", one-third say that they involve "too much waste in peeling" and one-sixth say that small potatoes are "hard to handle."

All areas agreed, for the most part, that these are the most important deterrents to purchase. Chicago showed particularly high concern over the time consumed in preparation (47 percent) and "waste in peeling" (41 percent) (table 14).

INFLUENCE OF PRICE ON PURCHASE OF SMALL POTATOES.—An attempt was made to discover whether more homemakers would choose to buy small sizes "just by themselves" or if present buyers would increase their purchases if small potatoes were cheaper than other sizes. Slightly less than one-third estimated that they would increase their use of this size, and almost two-thirds said their purchases would not be influenced by a lowering of price.

In spite of Chicago's concern over the time and waste involved in the use of small sizes, a larger proportion here (42 percent) said they would increase their purchases if prices were dropped than in the other two cities where only 28 percent said they would increase their purchases if the price were lowered (table 15).

The third of the respondents who said they would increase their consumption of small potatoes if these potatoes were offered for sale

³ This section is based on answers to questions about *regular* small-sized potatoes. "New" potatoes were specifically excluded.

at lower prices were asked, "How much would you be willing to pay a pound?" and "How much are they selling for now?" An over-all average for the United States showed that about a third of these respondents do not know how much they would be willing to pay. The South and Boston indicated an even greater percentage of persons (about one-half) who did not know at what price their purchases would increase.

Three noteworthy facts came out of this series of questions: (1) Only one-third of the surveyed homemakers in the United States said they are interested in making greater purchases if prices go down; (2) only two-thirds of this potential expansion group could say what price would induce them to buy more; and (3) only one-half of this group said they know the current selling price of small potatoes. For the United States, this latter group gave a range resulting in a median price of 4.7 cents a pound.

Because of the small proportion who could answer these questions, exact estimates of the relation between current and desired prices for small potatoes cannot be made from this survey. It does seem fairly consistent, however, that almost regardless of the level of the present price, the homemakers reported they would buy more small potatoes if prices were decreased between 2 and 3 cents per pound below the price asked for other potatoes (tables 16 and 17).

SEPARATE PURCHASE OF LARGE POTATOES.—In the United States more than a third reported that they buy large potatoes separately from other potato purchases. This is a slightly higher proportion than those who said they buy small potatoes just by themselves (table 18).

All the tabulated areas show a greater number buying large potatoes (as separate purchases) than small ones. It is interesting that Chicago indicated the largest proportion buying both large and small potatoes separately and Boston indicated the smallest proportion buying the two extreme sizes. The percentage of buyers of large and small potatoes as separate purchases can be conveniently compared as follows.

	United States	North	South	Boston	Chicago	Los An- geles
Buy small potatoes just by themselves—	26	26	27	19	33	27
Buy large potatoes just by themselves—	37	36	38	26	52	43

In all areas except the South more than one-half of the respondents who buy large potatoes separately say they are for "baking." Almost every other kind of preparation was mentioned as a use for that size, but none equaled the large percentage assigned to baking.

In the South also the largest percentage assigned to one type of preparation was baking, but there it was only by one-third of the respondents. In the South about a fourth of those who buy large sizes separately reported using them for "French frying" and "all purposes." This is a considerably larger assignment to these two categories than was found in the other areas (table 19).

The purchasers of large potatoes were asked their reasons. In all areas except the South, "They are good for baking" was the most popular reason. In the South, "They are easy to prepare" seemed to have most influence on purchase.

Other reasons, for example, "They are the right size for judging portions," "Little waste in peeling," and "Easy to handle" were mentioned by one-sixth or less of this group (table 20).

NEVER BUY LARGE POTATOES SEPARATELY.—Sixty-one percent of the respondents in the United States tabulations said they never buy large potatoes just by themselves. The North and the South reported about the same.

Boston reported the largest proportion (72 percent) of respondents who said they never buy large potatoes separately. Los Angeles was second highest (57 percent) in percentage of nonpurchasers and Chicago the lowest (48 percent) (table 18).

Although there was a larger proportion of nonpurchasers of large potatoes in Boston than in the North or South, about a fourth of the nonbuyers in each of these areas said they did not buy because the big potatoes are "hollow in the center and rotten." Almost as large a percentage of these nonpurchasers reported that "they are too large for judging portions."

In Chicago, which had the greatest proportion buying large sizes separately, 28 percent of the nonusers said the size was too large when judging portions and 21 percent spoke of the hollow centers and rotten parts.

Los Angeles, which was between Chicago and Boston in separate purchase of large sizes, showed most concern among its nonpurchasers over the problem of judging portions (34 percent) and the difficulty of peeling and handling that size (16 percent) (table 21).

BUYING FOR COOKING QUALITIES

Table 22 shows that almost 9 in 10 of the homemakers in the United States, the North, and the South either said they buy only one all-purpose potato or an all-purpose potato plus one special-purpose potato. This percentage is even higher in Boston. In Los Angeles it is somewhat less than for the United States and considerably lower in Chicago, where almost a third said they buy more than one special-purpose type. A special-purpose potato is defined as one that is bought for a specific cooking preparation, as baking, boiling, frying, or mashing.

COOKING QUALITIES DESIRED IN AN ALL-PURPOSE POTATO.—Those who buy only an all-purpose potato and those who buy an all-purpose potato plus one special-purpose potato were asked how they like the potatoes they buy for general use to "cook up". Three cooking qualities, "cooking up mealy," "cooking up solid" and "cooking up evenly and soft" received almost equal mention among the homemakers of the United States, the North, and the South. The homemakers of the South gave particular emphasis to the quality of cooking up "evenly and soft."

The cities follow the pattern of the United States in the three most frequently cited cooking qualities. More homemakers in Boston mentioned "cooking up mealy" and fewer cited "cooking up solid" and "cooking up evenly" than did those of Chicago and Los Angeles (table 23).

Comments on cooking qualities of all-purpose potatoes included the following:

I buy an all-purpose potato. I want it just done. When I put a fork in it, I don't want it hard in the center or to go all to pieces.

I like potatoes to cook good and soft. I like them soft. I like a good flavor.

PRICE PAID FOR POTATOES BOUGHT FOR GENERAL USE.—More than half the interviewed homemakers in the United States and North and almost half of those in the South said they paid 4 to 6 cents a pound for all-purpose potatoes. The median prices for these areas were 4.7 cents, 4.6 cents, and 5.3 cents, respectively; they apply to the second half of November and part of December 1947.

The median price cited by Boston buyers is about that for the North in general. Most interviewing in Chicago and more than half that in Los Angeles, however, was done in the middle and last part of December, when the price of potatoes was higher than in November. This is reflected in the higher median prices mentioned by homemakers in these two cities.

A sizable number of interviewed homemakers, more than one-fifth in the United States and the North and almost a third in the South, did not know the price they paid the last time they bought all-purpose potatoes. This also holds approximately true for those in the three cities (table 24).

It has not been known whether current prices could be reported accurately by the homemaker in a survey such as this one. Therefore, the reported prices were subjected to comparison with the current prices listed in the Bureau of Labor Statistics, "Consumer Price Index for Moderate Income Families in Large Cities" for the same period (December 1947). Note that the survey results were translated from the usual expression of medians into averages for comparison purposes.

Homemakers in the sample said a pound of potatoes was selling for an average of-----
 B.L.S. Price Index reported a pound of potatoes was selling for an average of-----

	United States	Boston	Chicago	Los Angeles
an average of-----	5.3 cents	5.0 cents	6.4 cents	5.5 cents
-----	5.3 cents	4.8 cents	6.1 cents	5.8 cents

PURCHASES OF SPECIAL KINDS OF POTATOES.—Homemakers were asked specifically whether or not they used special-purpose potatoes for baking, boiling, frying, and mashing. It is known from past studies that these are the four major types of preparation. Of the homemakers who buy special kinds of potatoes for different uses, a larger number buy a special kind for baking than for any other type of preparation.

PURCHASE OF A SPECIAL KIND OF POTATO FOR BAKING AND BOILING.—Nearly 4 in 10 homemakers in the United States said they buy a special kind of potato for baking. This likewise holds true in the North, while in the South about a third said they buy special bakers.

There is a greater variation among the three cities. In Chicago more than half of these homemakers said they buy a special kind for baking. In Los Angeles not quite two-fifths do so, while in Boston just a little more than 1 in 5 said they follow this practice. Boiling ranks next as a cooking method for which special-purpose

potatoes are bought, but in the United States as a whole slightly fewer than 10 percent of these homemakers said they buy special potatoes for such cooking. There is no difference between the North and South in this respect. Only 1 in 50 Boston potato buyers said they buy special boilers, in sharp contrast to Chicago and Los Angeles where nearly a fourth and a fifth respectively said they buy special potatoes for boiling. Very few homemakers said they buy special potatoes for either mashing or frying (table 25).

COOKING QUALITIES WANTED IN A POTATO FOR BAKING.—Table 26 shows that of the homemakers who buy a special potato for baking, by far the most important quality desired is that they should cook up mealy. Eight in ten respondents in the sample mentioned this quality.

When the homemakers were asked the cooking qualities they wanted in a potato for baking, some comments were:

I like them to be well done, firm and white; and I like them to taste mealy-like, grainy-like; I don't like them slick.

I like russets; they're nice, mealy, and flaky, and get well-done.

PRICE PAID FOR BAKING POTATOES.—Homemakers buying a special potato for baking were asked how much they paid per pound the last time they bought. More than a third said they paid 7 cents and over per pound. The median price for the United States and the South is 6.2 cents; in the North it is 6.6 cents per pound.

Probably one of the more significant items in table 27 is that almost half of the southern respondents and better than a third of the homemakers in the United States and the North did not know how much they paid for a special potato for baking.

COOKING QUALITIES WANTED IN A POTATO FOR BOILING.—Of these homemakers who buy a special kind of potato for boiling, 4 in 10 said they would like to have them remain firm and not fall to pieces when cooked. In the South, however, almost 5 in 10 homemakers mentioned the quality of cooking up soft and evenly without hard lumps and cores, whereas approximately 3 in 10 homemakers of the United States and the North cited this as a desirable quality (table 28).

A typical comment was:

Just so they are firm, not soggy or mushy.

PRICE PAID FOR POTATOES FOR BOILING.—Table 29 reveals that about half of the interviewed homemakers who buy a special potato for boiling paid between 4 and 6 cents a pound. The median price was 5 cents.

A little more than 2 in 10 homemakers in the United States and the North, and slightly more than 3 in 10 of the homemakers in the South did not know the price they paid the last time they bought special potatoes for boiling.

HOW THE POTATOES USUALLY BOUGHT COOK UP.—A large majority of homemakers, more than 8 in 10 in the United States and the North, apparently are satisfied that the potatoes they buy usually cook up as they like them to. In the South an even larger majority indicated satisfaction.

About 9 in 10 homemakers in Chicago and Los Angeles said the potatoes they buy usually cook up the way they want them to. Although a large majority of those in Boston said they were satisfied,

it was only 7 in 10 rather than the overwhelming majority that expressed approbation elsewhere (table 30).

Among the relatively few buyers who said that their potatoes don't always cook up as they would like them to, nearly all referred to the boiling process. The principal difficulties in order of frequency of mention seem to be that boiling potatoes cook to pieces, they cook up watery, they do not cook up white, and they do not cook up evenly. The complaint most frequently cited by northern housewives was that their potatoes did not cook up solid, whereas homemakers in the South found their greatest difficulty in boiling potatoes to be that they did not cook up evenly (table 3).

Characteristic comments of homemakers who had trouble with potatoes in the boiling process were:

They all don't seem to get done at the same time—they still have some chunks of raw or half-done potato.

Some fall apart before others are finished.

They have black hard knots.

They mush up.

HOMEMAKERS WHO REPORT HAVING FOUND SOMETHING WRONG WITH THE INSIDES OF POTATOES.—Well over half the homemakers in the United States said some of the potatoes they bought in the fall of 1947 had interior faults. A like proportion of homemakers so reported in the areas tabulated separately.

Dark streaks were specified as a defect more frequently than any other, by the homemakers in the areas tabulated. Southern homemakers, however, mentioned hollow centers and internal decay more often than did those in the North; the northern homemakers tended to cite the defect of cooking up black more frequently than did those in the South (tables 32 and 33).

Cooking Habits

Each of the homemakers was asked the number of times she had served the breakfast, noon, and evening meals during the week previous to the time the interview was taken. Those homemakers who said they had served any of these meals were then asked a series of questions to ascertain (1) the number who had used potatoes during the designated week, (2) the number of times potatoes were served for each of the three meals, (3) the various ways in which potatoes had been prepared, and (4) the quantities of potatoes that had been prepared in different ways.

NUMBER OF TIMES MEALS WERE SERVED.—The survey shows that homemakers in all the tabulated localities tended to follow a similar pattern regarding the number of times they served each of the three meals. Almost all the homemakers reported serving the breakfast meal the full number of times, with only a small percentage saying they served it less than seven times or not at all. Homemakers said they served the noon meal least frequently in all the areas surveyed, particularly in Los Angeles, where about one-fourth the homemakers reported not serving it at all (table 34).

USE OR NONUSE OF POTATOES.—Table 35 shows that well over 9 in 10 homemakers in each of the areas tabulated used potatoes in

some form in their meals during the week previous to the date of the interview.⁴

USE OF POTATOES AT THE NOON AND EVENING MEALS.⁵—For the noon meal about two-fifths of United States homemakers who served this meal said they did not serve potatoes at all during the 7 days just before the interviewing, but three-fifths served them at least once. Frequency of use drops until only 9 percent of the homemakers who served the noon meal during the week served potatoes all 7 days. On the average, these homemakers included potatoes about twice during the designated week.

For the evening meals, on the other hand, only 10 percent of the homemakers said they did not serve potatoes at all, while 9 in 10 said they used them at least once during the week. One-fifth indicated they had used potatoes at all seven evening meals during the week previous to interview. Homemakers used potatoes in some form on the average of four times a week for the evening meals, or about twice the number of times they used them for the noon meals.

The North follows the United States pattern rather closely and the frequencies of use are only slightly higher. In the South, however, homemakers reported more use of potatoes at the noon meal and less frequent use for the evening meal. In the North the average frequency of serving for the evening meal was more than four times during the week; in the South it was less than three.

Among the three cities, Los Angeles homemakers reported the lowest average number of servings for both noon and evening meals, while those of Boston gave the highest average (table 36).

METHODS OF PREPARING POTATOES.—Homemakers in each of the localities reported preparing potatoes in at least nine different ways during the week before the interview. The most frequently mentioned methods were (1) mashing, (2) boiling, (3) frying (not French frying), (4) baking, and (5) creaming. Also mentioned were French frying, potato pancakes, potato salads, potato cakes, stews, and soups, and potatoes prepared with meat roasts.

NUMBER OF TIMES POTATOES WERE PREPARED IN THE DIFFERENT WAYS.—All the homemakers who had used potatoes for any of the three meals during the week before the interviews were asked the number of times they had served potatoes prepared in the different ways. Only the five major methods are considered separately in this report. The other individual methods were mentioned so infrequently that they are grouped as "miscellaneous methods."

Tables 37 to 40 show the frequency of use of the five major methods. Regardless of the locality, homemakers mentioned mashing potatoes more frequently than any other method. Boiled, fried, baked, and creamed are mentioned in this order. Specifically, for the United States, three-fourths of the interviewed homemakers who had served potatoes during the specified week said they had served them in mashed form at least once, while almost one-half mentioned serving

⁴ In reply to the question: "Is there any particular reason why you didn't serve any white potatoes in the last 7 days?", most of the nonusers said they were on a diet which excluded potatoes.

⁵ The discussion and tables on the use of potatoes for breakfast are omitted because of the small number of homemakers reporting the use of potatoes for this meal.

them at least two times. Furthermore, 13 percent cited the use of mashed potatoes at least four times during the specified period.

Boiled potatoes were mentioned as served at least once by more than three-fifths of the United States homemakers, while more than half said they served fried potatoes at least once during that week.

Homemakers in the South mentioned serving mashed potatoes more often than potatoes prepared in the other major ways, but boiled and fried potatoes were mentioned as served about the same number of times.

In Boston, homemakers reported using mashed and boiled potatoes about the same number of times during the week, while Los Angeles homemakers said they used boiled, fried, and baked potatoes about equally.

PROPORTIONS OF PREVIOUS 7 DAYS' POTATO CONSUMPTION WHICH WERE PREPARED IN DIFFERENT WAYS.—Those homemakers who said they had used potatoes during the week previous to the time the interviews were taken were asked to specify the total quantity of potatoes they had used. In addition, they were asked to indicate the quantities used for each method of preparation. The results of these questions are shown in table 41.

This table shows that, with the exception of those in the South and Los Angeles, homemakers allocated about equal quantities of their week's total potato consumption to mashed and boiled potatoes. Approximately 30 percent of the total used was reported for each of these two methods. Southern homemakers utilized the same proportion for mashing, but only about 20 percent for boiling and frying. In Los Angeles, homemakers reported the proportion of potatoes used for baking to be about the same as that used for mashing and boiling.

PER CAPITA POTATO CONSUMPTION.—Each homemaker was questioned about the total quantity of potatoes the family had used during the week previous to the time the interview was taken. In order to get as accurate an estimate as possible, each was asked to give the quantities that had been prepared in different ways each time they were used during the week. These individual quantities were then added to arrive at the total used. In addition, each homemaker was asked to give the total number of persons in the immediate family over 9 months of age who ate at home. Infants under 9 months are excluded from this analysis because of the special nature of their diets. These two items mentioned above furnish the basis on which the analysis of the per capita potato consumption is determined.

AVERAGE QUANTITY OF POTATOES EATEN.—The distribution of the quantities of potatoes eaten by the population of the United States, of the North, of the South, and of the three cities during the week before the interviews is shown in table 42. For the United States as a whole, the majority of the people consumed 3 pounds of potatoes or less⁶ during the specified week; while only a small percentage of the population consumed more. The average quantities consumed

⁶ According to survey results the average per capita potato consumption for urban United States was 2.7 pounds per week. This is comparable with the figure of 2.5 pounds published in *FAMILY FOOD CONSUMPTION IN THE UNITED STATES, 1944*, U. S. Dept. Agr., Misc. Pub. 550.

per person in the North was 2.8 pounds; for the South, a significantly lower average of 2 pounds is shown.

For Boston, the average per capita potato consumption is 2.8 pounds. This average is significantly larger than those for Chicago and Los Angeles.

With the exception of the South, where differences in family income do not seem to be related to significant changes in the average per capita potato consumption, the survey shows that individuals with lower family incomes are more likely, on the average, to consume more potatoes than those with higher family incomes. Thus, for the United States in general, an average weekly per capita figure of 2.8 pounds of potatoes is reported for those with low family incomes. A significantly lower average of 2.5 pounds is shown for those with high family incomes (table 43).

When the distributions are classified according to nativity, the survey shows that those persons who are directly or indirectly related to a country that is characterized by a relatively low average consumption of potatoes are more likely to eat fewer potatoes now than those whose country of origin has a higher average potato consumption (table 44).

USE OF POTATO SUBSTITUTES

NUMBER OF HOMEMAKERS WHO SERVE POTATO SUBSTITUTES.—Approximately three-fourths of the interviewed homemakers in the United States and about the same proportion in the North, the South, and the cities of Boston, Chicago, and Los Angeles, said they use other foods in their meals as substitutes for white potatoes (table 45). There would thus appear to be little regional variation.

For the United States generally, more homemakers in the middle and upper income groups are likely to use other foods in place of potatoes than those in the lower income group. This relationship is not apparent among southern homemakers, for no differences based on income are found among the interviewed homemakers of this particular area.

Furthermore, for both the United States as a whole and for the South specifically, more homemakers with a college education and those between the ages of 25 to 44 tend to use potato substitutes than those who have had less formal education and those who are under 24 years or over 55 years of age (tables 46, 47, 48).

Foods Used as Potato Substitutes.—With the exception of the South, where rice is the substitute most frequently mentioned, cereal paste foods such as macaroni, spaghetti, and noodles are mentioned most frequently as substitutes. Thus for the United States as a whole, more than three-fourths of the homemakers who said they use other foods to take the place of potatoes, mentioned the cereal pastes as substitutes. About one-half mentioned rice, while one-fifth said they used dry beans, peas, and lentils.

Other substitutes mentioned by these homemakers are in order of mention, sweetpotatoes, bread, waffles and pancakes, green or yellow leafy vegetables, grits, mush, and cereals, and other vegetables.

The homemakers in the South who said they use other foods in place of potatoes show a somewhat different pattern of preference. Rice

replaces the cereal paste foods as the substitute most frequently mentioned, while grits, mush, and cereals are cited in third place. The three cities follow the general pattern of the United States by citing cereal pastes, rice, and dried beans, lentils, and peas in first, second, and third place, except for Boston, which upholds its tradition by placing beans in second rather than third place (table 49).

REASONS FOR USING POTATO SUBSTITUTES.—Table 49 shows that the homemakers in the sample who use substitutes mentioned eight different groups which they use as substitutes in their meals. Of these eight groups, only the three leading ones—the cereal paste foods (macaroni, spaghetti, noodles, etc.) rice, and dry beans, peas, and lentils are considered here in detail. The others are omitted because the number who said they use them is too small for any reliable statistical comparisons, although in general, the reasons given for using these particular substitutes are similar to those for using the three leading ones.

Most of the homemakers who said they use the cereal pastes, rice, and dry beans as substitutes said they do so primarily because these particular foods add some variety to the meals. For the United States as a whole, for example, about half of the interviewed homemakers gave this as a reason, while a little less than a third said these foods taste good and that the family likes them. Approximately a fifth said these foods are good sources of starch. Only a small number (3 percent) spontaneously mentioned using these substitutes because they are inexpensive.

In the South about 4 in 10 homemakers who use the cereal paste foods as substitutes cited variety as the main reason for using them. In regard to rice as a substitute, about the same number mentioned its tastiness, while about a fifth said both rice and cereal pastes are good sources of starch. With minor variations, the same pattern of reasons is found among the homemakers of Boston, Chicago, and Los Angeles (tables 50, 51).

To determine in a more specific way the effect of the price of potatoes on the use of substitutes, homemakers who served other foods in place of potatoes were asked specifically whether the price of potatoes influenced them to use substitutes. The data in table 52 indicate that, within reason at least, so far as potatoes are concerned, price apparently exerts little influence. Thus, for the United States as a whole, less than 10 percent of the homemakers who use potato substitutes said that potato prices affect the type of foods they serve. The overwhelming majority said prices of potatoes in no way causes them to serve substitutes. There are no appreciable regional differences in this respect.

NUMBER OF HOMEMAKERS WHO USE POTATO SUBSTITUTES FOR THE NOON AND EVENING MEALS.—The homemakers in the sample were asked whether they had served any foods in place of potatoes for the noon and evening meals of the week preceding the time they were interviewed. In addition, those who said they did serve substitutes during this period were asked to name these specific substitutes.

The results of these questions indicate that, for the United States as a whole, twice as many homemakers said they had used potato substitutes for the evening as for the noon meals. Specifically, about

two-fifths said they had replaced potatoes with other foods for the evening meals.

The proportion of homemakers in the South who said that they had used potato substitutes for their evening meals does not differ greatly from that for the United States as a whole but for the noon meal a third said they used other foods in place of potatoes.

In comparing the answers of homemakers in Boston, Chicago, and Los Angeles, the same general pattern is seen. Again, more homemakers in these localities said they have served potato substitutes for the evening meals than for the noon meals. In Boston, for example, almost half said they had used potato substitutes for the evening meals. For their noon meals, however, only 15 percent said they had used substitutes. If expressed in another way, it can be seen that the ratio of homemakers in Boston who use potato substitutes for the evening meals as compared with the noon meals is about 3 to 1. For Chicago, this ratio is about 5 to 1, and is about 7 to 1 for Los Angeles (table 53).

FREQUENCY OF USE OF POTATO SUBSTITUTES.—In general, the survey shows that among those homemakers who have used other foods as substitutes for potatoes for the noon and evening meals, the cereal paste foods are used more than any other substitutes. This is true for all the areas studied with the exception of the South, where rice is used most frequently. They confirm the more general findings previously described.

About half of the interviewed homemakers in the North and slightly fewer in the United States as a whole, said they used the cereal paste foods at least once for the noon or evening meals. When this percentage is analyzed further, it is seen that 35 percent of the respondents said they had used cereal pastes once only during the week, while an additional 11 percent mentioned using these foods two or more times (tables 54-59).

When rice is considered, it is seen that 29 percent of the United States homemakers in the survey said they used this food at least once. For the South, however, more than one-half the homemakers mentioned using it for the noon meal as a substitute, while 48 percent had used it for the evening meal. Cereal pastes, on the other hand, were used by fewer southern homemakers for the noon meals (38 percent), but by almost as many as used rice for the evening meals.

The tables also show that, by and large, homemakers tended to use most of the potato substitutes relatively infrequently. Thus, sweetpotatoes, bread, pancakes, and waffles, and the two vegetable groups were used at least once by only about 10 percent of the homemakers in the sample. About one-fifth of the southern homemakers mentioned using grits as a substitute at the evening meal.

Only the use of potato substitutes for the evening meal has been tabulated for the three cities because relatively few of the Boston, Chicago, and Los Angeles homemakers mentioned serving potato substitutes at noon during the week before being interviewed. Here again, most of the homemakers used potato substitutes relatively infrequently. Only such substitutes as the cereal pastes, rice, beans, and bread, waffles, and pancakes, were used often by these homemakers. In Boston, cereal pastes and beans were used at least once by about one-half the homemakers. In Chicago, more than half

used the cereal pastes and about a fourth used bread, pancakes or waffles at least once. Finally, for Los Angeles, 48 percent used the cereal pastes and a third used rice at least once as a substitute (tables 60, 61, 62).

All the homemakers in the sample were asked whether they had used any sweetpotatoes for any meal during the week before they were interviewed. Approximately twice as many southern homemakers said they had used them as did those in the North. Thus, almost two-thirds of the southern homemakers said they had used sweetpotatoes, while less than one-third of those in the North said they had done so.

About one-fifth of the interviewed homemakers in Boston and about one-third of those of Chicago and Los Angeles also said they had served sweetpotatoes during the previous week (table 63).

USE OF POTATOES

REASONS HOMEMAKERS GIVE FOR INCLUDING POTATOES IN THE DIET.—Nearly 6 in 10 homemakers in the United States said they include potatoes in their meals because their families like them. Other reasons homemakers gave, in order of frequency of mention, are that it is the custom or habit to include them, they are healthful and nutritious, and they are filling. Fewer southern homemakers mentioned custom and habit as a reason. With this one exception, the northern and southern homemakers do not differ in their responses from those of the homemakers in the United States as a whole. In general the homemakers in the three cities responded in the same way as those in the United States as a whole. However, Boston homemakers gave greater emphasis to custom and habit than did the others (table 64).

Some comments that were made when they were asked, "What are the main reasons why you use white potatoes in your meals?" are:

I can't imagine a meal without potatoes. My husband likes them so well.
It balances the meals, too.

I've always been used to it. It seems to go with a meal. It is something
you can eat at any time.

Because they are good for you, filling, a good starchy food.

NUMBER OF HOMEMAKERS WHO MENTIONED SPECIFIC FOOD VALUES OF POTATOES.—Eight in ten homemakers in the United States mentioned one or more specific food values of potatoes when asked, "What special food values do you feel potatoes have?" Approximately the same number in the North and the South did so. In Chicago and Los Angeles, nearly 9 in 10 mentioned some specific food values as compared with almost 8 in 10 in Boston (table 65).

FOOD VALUES THAT HOMEMAKERS THINK POTATOES HAVE.—Of the women who mentioned specific food values of potatoes, starch is the one cited by the largest group—more than 7 in 10. Very few seemed to know that potatoes have any other food value. Vitamins were mentioned by almost 2 in 10; minerals or energy by 1 in 10.

Somewhat fewer but still two in three southern homemakers who thought potatoes had specific food values cited their carbohydrate content. In this respect, they were like those of Boston; while Chicago and Los Angeles more closely resembled the North. More

homemakers in Chicago mentioned vitamins in potatoes than in any other area. It was cited least often in Boston (table 66).

Homemakers gave answers like these:

Well, I think they are just starchy, and therefore filling.

It has iron in it and a vitamin in the skin, and it's a starchy food.

SOURCES OF INFORMATION ABOUT FOOD VALUES IN POTATOES.—More of the homemakers who mentioned specific food values said they learned about the nutritional aspects of potatoes through printed materials: Magazines, books, booklets, pamphlets, and newspapers. Four in ten homemakers reported one or more of these as a source of their information. Learning about the food values in school is the largest single source, mentioned by one-third of the homemakers. Nearly one-fifth cited friends and neighbors as their source. Another group of approximately the same size vaguely said they learned it through experience or they thought it up themselves (table 67).

Some examples of responses that homemakers gave when asked where they learned about food values in potatoes are:

I read it in a book, and besides I know it myself.

Well, in high school I had some teaching along those lines, and then I read it in magazines.

NUMBER OF HOMEMAKERS WHO HAVE FAMILY MEMBERS WHO WOULD LIKE POTATOES SERVED MORE OFTEN.—Only a few more than 1 in 10 interviewed homemakers in the United States with more than one person in the household said that some members of the family would like to have potatoes served more often; but in the South the percentage is almost twice as large (table 68).

REASONS HOMEMAKERS DO NOT SERVE POTATOES MORE FREQUENTLY.—One-fourth of the homemakers who have family members who want potatoes served more often said they do not serve them because they think the family is getting enough potatoes now. Another one-fourth does not serve them more often because, they said, potatoes take too much time and trouble to prepare. Nearly 2 out of 10 indicated that meals should have variety—other vegetables should be served occasionally. A little over 1 in 10 referred in a general way to the supposed fattening attribute of potatoes. An additional 8 percent said that "some" family members were on a diet or overweight. There are no marked differences in the reasons given by homemakers in the North and the South (table 69). Very few mentioned price as a reason for not serving more. Apparently the homemakers whose families want more potatoes have no intention of humoring them.

Among the comments given were:

My husband eats bread, too, and I feel it is too much starch and he will get too overweight.

My husband likes them so well, he would eat them at every meal, but we get tired of them and I don't want too much starch in the diet.

NUMBER OF HOMEMAKERS WHO HAVE FAMILY MEMBERS WHO WOULD LIKE POTATOES SERVED LESS OFTEN.—Approximately the same proportions of homemakers have family members who would like potatoes served less frequently. Slightly more than 1 in 10 have family members who would like potatoes served less often (table 70).

REASONS WHY MEMBERS OF FAMILY WOULD LIKE POTATOES SERVED LESS OFTEN.—The reason given by almost three-fourths of the homemakers who have family members who want potatoes served less often is that some don't like potatoes. One-sixth of the homemakers have family members who object to potatoes being served so often because they think potatoes are too fattening. Among homemakers in the South whose families want potatoes served fewer times, nearly 9 in 10 said the reason is that some members don't like potatoes (table 71).

My husband—he gets fed up on them.

I am the one, because I am inclined to get heavy, and I make them mostly for the family.

REASONS HOMEMAKERS DO NOT SERVE POTATOES LESS OFTEN.—Nearly 6 in 10 of the interviewed homemakers in the United States who have family members that want potatoes served less often do not do so because other family members like and want potatoes as often as she serves them. Another reason given by one-fourth of the homemakers for not serving potatoes fewer times is that potatoes are healthful and nutritious. The northern and southern homemakers do not differ significantly in the reasons they give (table 72).

Among the answers given when the homemakers were asked, "Why don't you serve them less often?" were:

All the rest of the family like them and I tell my husband he's got to eat them—they're good for him.

It makes the others unhappy. I have to try and please all of them.

BUYING OF BRAND-PACKAGED POTATOES

POTATO BUYING PRACTICES OF HOMEMAKERS WHO BOUGHT POTATOES WITHIN THE LAST 7 DAYS.—More than 6 in 10 homemakers in the sample reported the purchase of white potatoes in the week before they were interviewed. The overwhelming majority of these respondents in all the tabulated areas said they bought potatoes only once (tables 73, 74).

Homemakers who had bought potatoes within the last 7 days were asked how many pounds they bought in their last purchase. From the replies it seems that homemakers are likely to purchase potatoes in units. More than 7 in 10 of the respondents in the United States, the North, and the South, reported their last purchase to be in units of 5, 10, or 15 pounds. Homemakers in the three metropolitan areas reflected the same pattern, with those in Los Angeles reporting 84 percent of their last potato purchases to be in units of 5, 10, or 15 pounds.

Southern homemakers tend to buy in smaller units. About three-fifths of the interviewed homemakers in the South, compared with two-fifths of those in the North, reported buying 5 pounds of potatoes or less in their last purchase. Among the cities, about half of the Chicago and Los Angeles homemakers reported their last purchase as being 5 pounds or less, while less than a third of the Boston homemakers did so. The shift in the purchasing pattern becomes more distinct when it is noted that almost 4 in 10 of the Boston respondents said their last purchase of potatoes was 15 pounds, in contrast to that reported by homemakers in Chicago (8 percent) and Los Angeles (1 percent) (table 75).

Of the homemakers who bought potatoes during the week before they were interviewed more than 6 in 10 in the United States and the North and 4 in 5 in the South said they bought their potatoes loose out of a bin.

In the three metropolitan areas the pattern remains substantially unchanged with the exception of the Boston area. Homemakers in that city bought packaged potatoes more often than loose potatoes. Only 45 percent of the Boston respondents, compared with more than 7 in 10 of the Chicago and Los Angeles respondents, had bought loose potatoes within 7 days of being interviewed (table 76). Among those who reported buying potatoes within the previous week, by far the greater number who bought in lots of 5 pounds or less said they got the potatoes loose out of a bin. On the other hand, the larger number of those who bought in 10- or 15-pound lots indicated they got them already packaged (table 77).

Table 78 shows that of the homemakers who reported buying loose potatoes within 7 days, almost half said that they have never bought packaged potatoes.⁷ This proportion holds true for the homemakers in the United States, the North, and the South.

In the three cities the pattern varies to some extent. Almost a third of the interviewed Boston and Los Angeles homemakers, in contrast to more than half of the Chicago homemakers who reported buying loose potatoes said they have never bought packaged potatoes.

Homemakers who never buy packaged potatoes were asked to give their reasons.⁸

The reason most frequently mentioned was, "You can't see what you're getting." This apparent feeling of buying a "pig in a poke" is expressed by almost 4 in 10 of the interviewed homemakers in the United States, the North and the South. "Can't be bought in small amounts," "not as good quality," and "not available in stores" are other reasons given, in order of frequency. (Details in table 79.)

POTATO-BUYING PRACTICES OF HOMEMAKERS WHO HAD NOT BOUGHT POTATOES IN THE LAST 7 DAYS.—Table 73 showed that a little more than 3 in 10 of the respondents had not bought potatoes in the 7 days previous to the interview. When this group was asked why they hadn't, almost 9 in 10 said that they already had a supply on hand (table 80).

The number of homemakers in the three metropolitan areas who had not bought within 7 days was too small to make any statistically reliable comparisons on questions asked of this particular group.

Respondents who had not bought potatoes within the week were asked about their last purchase. In the United States, the North and the South, homemakers tended to say they bought potatoes in units of 5, 10, or 15 pounds. However, southern homemakers, 47 percent, as compared with 21 percent and 16 percent of the home-

⁷ "Packaged" means any sort of container that eliminates the possibility of the buyer's choosing or eliminating individual potatoes from her purchase. This category includes plain paper bags which the storekeeper may fill himself, paper bags with brand names, paper bags with a window of cellophane, or net bags, cloth bags, or even open baskets which are sold without the buyer's being permitted to reject certain potatoes from the basket.

⁸ This question was asked of all homemakers who said they have never bought packaged potatoes, regardless of whether they had bought potatoes within 7 days before being interviewed.

makers in the United States and North, respectively, said they bought 5 pounds of potatoes or less in their last purchase. On the other hand, almost a fourth of the United States and northern homemakers, in contrast to only 8 percent of the southern homemakers, indicated they bought 100 pounds of potatoes or more in their last purchase. As a matter of fact, the purchasing of 100 pounds of potatoes or more seems to be one of the distinguishing characteristics of respondents who had not bought potatoes in the 7 days before the interview (table 81).

Among the homemakers who had not bought potatoes within those 7 days, two-thirds in the United States and North, and a little more than half in the South, said they bought packaged potatoes at one time or another (table 82). Here again, with the exception of the South, is where the homemakers who had bought potatoes in the last 7 days and those who had not, differed to some extent. Table 76 shows that only about a third of the United States homemakers who bought potatoes in the week previous to interview said they had bought packaged potatoes. This would indicate that homemakers who buy small quantities at short intervals are likely to buy potatoes loose out of a bin, whereas those who buy more infrequently but in larger quantities buy theirs already packaged.

HOMEMAKERS' PREFERENCES AS TO PACKAGED OR LOOSE POTATOES.—When asked, "Would you rather have the potatoes you buy packaged or loose?" the majority of the homemakers in the sample indicated a preference for loose potatoes. The remainder of the homemakers in the above-mentioned areas were almost equally divided between preferring packaged potatoes and having no preference.

Among the cities also more homemakers prefer loose potatoes than prefer the packaged ones. The preference for loose potatoes is overwhelming in Los Angeles—more than four-fifths, while two-thirds of those interviewed in Chicago said they would rather buy their potatoes out of a bin. However, in Boston, while the preference is still for loose (48 percent) a substantial number of homemakers, about a third, said they would choose packaged potatoes, while almost a fifth said that it didn't make any difference (table 83).

REASONS FOR PREFERENCES OF LOOSE AND PACKAGED POTATOES.—The reason most frequently cited by homemakers in the survey who prefer loose potatoes is "You can see what you're getting," a reason which might indicate a lack of confidence in what may be found in a closed container. This may be partly due to experience in buying packaged potatoes or, as a sizable proportion of homemakers have never bought packaged potatoes, it may be the expression of a reason founded on bias rather than on personal experience (table 84). Among the specific comments are the following:

Because you never know what's in a package.

You never know what you are getting; can't tell if they are fresh or spoiled.

The only package potatoes I have bought had worms in them.

Preference for packaged potatoes is based on two general types of reasons. One involves convenience, and the other quality characteristics. Three out of four of the interviewed homemakers in the

United States, the North, and the South who prefer packaged potatoes said they choose them for the above reasons (table 85). Among the comments on packaged potatoes were:

Easier to handle—pick up a sack in one operation. They fall around when you pick from the bin, and your hands get all dirty.

Seem to be better quality, more select ones.

One can tell they are looked over and selected for the Grade A.

TYPE OF PACKAGING HOMEMAKERS PREFER.—To find out exactly what kind of packaging homemakers prefer, questions were asked of those respondents who prefer packaged potatoes, as to the kind of container, labeling, and the weight they preferred.

Homemakers were asked to choose between four of the more widely used containers for potatoes: Plain paper bags, paper bags with windows, open-mesh bags, or cotton bags. Seventy-eight percent of the homemakers said they preferred either open-mesh bags or plain paper bags. The open-mesh bag had the edge in preference, especially among the southern homemakers. Relatively few stated a preference either for cotton cloth bags or for paper bags with a cellophane window (table 86).

Table 87 shows that the preference among homemakers who prefer prepackaged potatoes is for brand-labeled packages. More than half these homemakers in the United States and the North, and 4 in 10 in the South, said they want packages to be brand-labeled; more than a third of those in the United States and North, and over half in the South, however, said that brand labeling is a matter of indifference to them. One of the significant aspects of table 87 is that less than 1 in 20 homemakers said they do *not* want packages to be brand-labeled. This seems to indicate an acceptance of brand labeling by those homemakers who prefer packaged potatoes. It should be kept in mind, however, that most homemakers in the sample said they prefer to select their own potatoes loose out of a bin.

More than 8 in 10 of the respondents who prefer packaged potatoes said they want them in multiples of 5 pounds, with the preponderance of such homemakers in the United States and the North preferring a 10- or 15-pound package. Southern homemakers tend in the other direction, more preferring packages of 5 or 10 pounds, with only 5 percent, compared with 32 percent and 35 percent of the homemakers in the United States and in the North, respectively, preferring a 15-pound package (table 88).

Of interest is the fact that the vast majority of the homemakers, more than 8 in 10 in the areas tabulated, said that they are able to buy the kind of packaged potatoes they expressed preference for in the stores they patronize (table 89).

BUYING OF BRAND-LABELED PACKAGED POTATOES.—The question, "Have you ever bought a package of potatoes that had a brand name printed on it?"⁹ was asked of the homemakers who said they had at some time bought packaged potatoes (tables 78 and 82).

⁹ The purpose of the question was to find out whether any of the packaged purchases were *brand* named. Thus a "no" to the question indicated that the packaged potatoes bought were those in paper bags set up by the storekeeper with no markings on them other than the number of pounds the package contained.

The majority of those interviewed in the United States and the North who have bought prepackaged potatoes purchased packages with brand labels. In the South the reverse is true.

The majority of prepackage-buying homemakers in Boston and Chicago bought brand-labeled potatoes. In Los Angeles, however, the majority said they bought potatoes without a brand name on the package (table 90).

Respondents who said they had bought packaged potatoes with a brand name were asked the names of the brand.

Table 91 shows that almost 3 in 10 of these homemakers in the United States and the North, and about 1 in 5 in the South, mentioned a specific brand name. Almost two-fifths in the United States and the North, and a fifth in the South, replied in terms of the variety of potato or the State source. About 1 in 10 in these areas gave a description of the package with no mention of the brand name.

A sizable proportion of the homemakers who said they have bought brand-labeled packaged potatoes said they didn't remember the names of the brands they bought.

Of the homemakers who bought brand-labeled packaged potatoes in the three cities 46 percent in Boston as compared to 27 percent in Chicago, and only 8 percent in Los Angeles recalled the specific brand name. A little more than 2 in 10 of the homemakers in the three cities said they didn't know the names of the brands they bought.

BUYING BY GRADES

AWARENESS OF POTATO GRADES.—Generally speaking, a little over half of the interviewed homemakers in the various areas reported that they had heard of potato grades. There were significant differences between the North and the South and between the three cities. The North was more aware of potato grades than the South, and Los Angeles was more aware of them than Boston and Chicago. The strongest study in contrasts was between the 49 percent in the South who said they had heard of grades and the 64 percent in Los Angeles who said they had heard of them.

Those homemakers who reported they had heard of potato grades were asked "What do potato grades tell you about potatoes?" There was some shifting in emphasis from area to area, but on the whole a little more than a third thought that grades indicated the "size and quality of the potatoes." They spoke in general terms of these two items without specifying the actual sizes or the characteristics of quality. They just thought in a vague sort of way that the sizes were relatively regular within a grade and the quality was supposed to be good.

Another 25 percent mentioned only "quality" as the explanation for the meaning of grades and 25 percent mentioned "size" only (tables 92, 93).

These three groups, that is, those who said size and quality, size only, and quality only, were analyzed in terms of their educational backgrounds. No relation between education and homemakers' explanation of the meaning of potato grades was found to exist except a tendency for those with more years in school to mention both size and quality. This was somewhat more pronounced in the South but

the association was so slight that no table on this phase is included in this publication.

NOTICING POTATO GRADES IN STORES.—The homemakers who said they had heard of potato grades were asked if they ever noticed grade markings on *bins*. Most said they had never seen them. A slightly larger proportion in the North had noticed such markings than in the South.

There was not much difference between "those who had noticed" in Los Angeles and Chicago, but there was a large difference in this respect between consumers in Los Angeles and Boston. In Los Angeles about a fourth said they had noticed the markings; in Boston fewer than 1 in 10 had noticed them.

The same question was asked in regard to *bags and packages*. In this case a larger proportion reported they had seen grade markings. For the United States, over a third said they had seen grades marked on bags or packages. Many more homemakers in the North reported seeing the markings than in the South.

The three cities reported very differently for bags and packages than they did for bin markings. Two-thirds of the Boston respondents reported having seen grade markings on bags and packages, about a third of the Chicago homemakers said they had seen such markings, and around a fourth of the Los Angeles respondents answered in the affirmative (tables 94, 95).

INTEREST IN POTATO-GRADE MARKINGS.—People who notice grade markings evidently tend to pay some attention to them when they buy potatoes. More than three-fifths of those who reported seeing grade markings said they do pay attention to such markings when buying potatoes, except in the South where a little less than half said grade markings have an influence on their purchases (table 96).

Homemakers who reported they had heard of potato grades were asked if they would like to have grade markings on bins, bags, or packages. Two out of three in this group said they would like to have grades marked on *bins*, the remainder reported that it made no difference to them. Chicago was particularly interested in bin markings, since more than 4 in 5 said they would like to have them. About the same proportion favored grade markings on bags or packages as did for bins (tables 97, 98).

Those who said they had not heard of potato grades were given some information by the interviewer about the meaning of grades. This newly informed group of people were almost as much interested in having grade markings displayed on bins, bags, or packages as were those who had known about grades previous to the survey. The proportion favoring grade markings was roughly two to one (tables 99, 100).

STORAGE PROBLEMS

About 3 in 5 interviewed homemakers in the United States, and a corresponding proportion in each of the other areas tabulated, said they have had no storage problems with potatoes. Approximately 2 in 5, however, said that they had experienced trouble of some sort when they stored potatoes (table 101).

Homemakers who mentioned having storage problems cite three principal types of difficulty: (1) Sprouting, (2) softening or rotting,

and (3) wrinkling. Almost one-half the homemakers in the United States who reported storage difficulties cited both sprouting and softening or rotting as the two principal types of trouble. About 1 in 5 in this group mentioned wrinkling, while 13 percent cited all three types of storage trouble.

In the South, about 6 in 10 respondents said their principal storage problem had been the softening or rotting of potatoes, whereas only a little more than a third mentioned sprouting.

Most of the Boston and Los Angeles homemakers cited sprouting as the main problem, while softening or rotting was mentioned by the majority of the Chicago respondents (table 102).

TIME PERIOD FOR WHICH POTATO PURCHASES ARE USUALLY MADE.—In reply to the question: "When you buy potatoes, do you usually buy enough for just 1 day, for about a week, 2 weeks, or for how long?", the majority of these homemakers in the United States and the North said they bought for more than a week. In the South, however, more people indicated they bought just enough for about a week each time. Chicago and Boston buyers were divided up about half and half, on the basis of those who bought for 1 week and those who bought for more than 1—but in Los Angeles about two-thirds said they bought for the longer periods. (Details in table 103).

METHODS OF STORING POTATOES.—Homemakers who said they bought more than one day's supply at a time, split about equally with respect to the practice of storing their tubers in heated or unheated rooms, and there is apparently no regional difference in this regard (table 104).

Although potatoes are reported as stored in kitchens, basements, pantries and closets, porches both closed and open to the outside, and miscellaneous nooks about the house, the kitchen seems to be the usual place, except in Boston and Chicago where pantries or closets have the edge. The great majority of these kitchens are reported as being heated. On the other hand, most of the pantry closets, basements, and closed porches are said to be unheated. It would seem, then, that most of the homemakers who reported storing their potatoes in heated rooms use kitchen storage while the majority of those who said they use unheated storage space keep potatoes in basements, pantry closets, or porches (table 105).

It will be recalled that about three-fifths of the homemakers said they had had no storage troubles with potatoes while two-fifths reported some difficulty. When these two groups are analyzed in terms of the time period for which they buy potatoes, there is a slight but definite tendency for those who buy for longer periods to report storage difficulties (table 106). No such relation appears to exist, however, between storage trouble and the use of heated or unheated rooms. Homemakers who said they keep their potatoes in heated rooms were no more likely to report storage difficulties than those who use unheated storage space.

Most homemakers said they store their potatoes in a paper bag and the rest use either open or closed household bins (table 107).

Approximately 3 in 4 homemakers throughout the country said that they have gotten some potatoes in their purchases which were too bad to use. Of this large group who so reported, an overwhelming majority said they did nothing about it. There were a few—

less than a fifth in the North and a tenth in the South—who said they took some action. Most of this small group said they either complained to the dealer or returned the defective potatoes. A very few indicated they changed dealers (tables 108, 109).

BUYING OF PROCESSED POTATOES

POTATO CHIPS.—In round numbers only about 1 homemaker out of 10 said they had never bought potato chips. Los Angeles reported even fewer nonbuyers. For the United States as a whole, 13 percent of the homemakers apparently do not use potatoes in this form. This would expand to approximately 3 million homemakers which is a rather sizable group not to be in the market for this commodity (table 110).

Of those respondents who reported buying potato chips, more than a fourth said they had bought some during the week before the interview. Most of these who had bought within 7 days preceding the interview indicated they had bought only one package but a fourth said they had bought two packages. About a fifth reported buying three or more packages (tables 111, 112).

The prices of these packages were given as ranging from 5 to 50 cents and over. There seems to be a tendency for the Southerners to buy the smaller (5-cent and 10-cent) packages and for the Northerners to buy larger packages. Thus, two-thirds of the Southern buyers said they bought either 5- or 10-cent bags compared with about one-third of the Northerners buying these sizes. About two-fifths of the Northerners who had bought in the week before the interview indicated they had bought sizes ranging in price from 15 to 25 cents but less than a fourth of the Southerners said they had bought these sizes (table 113).

Although some people reported using potato chips for both social occasions and at mealtime, most users reported serving them for "snacks" and for "parties and picnics." Only 1 in 3 users reported using them as part of a meal. This was a consistent pattern of use in all areas tabulated except in the South and in Los Angeles, where more mealtime use was reported (table 114).

CANNED WHITE BOILED POTATOES.—Slightly more than a third of the respondents in the United States said they have *not* heard of canned white boiled potatoes. Half of those in the South seem unaware of them. Among the three cities, Los Angeles reported by far the greatest percentage who said they had heard of this product. Almost 9 in 10 respondents in this city said they knew about canned white potatoes (table 115).

Although most of the respondents who have heard of canned white boiled potatoes said they were available locally, only a fourth of those who have heard of the product said they had ever bought any. This is true for all of the areas except Los Angeles where a comparatively high usage was reported. Here 2 out of every 5 who have heard of them have bought canned white boiled potatoes (tables 116, 117).

Two-thirds of those who have tried these potatoes said they like them primarily because of convenience. A large percentage also said they taste good, but there is no question about the overwhelming importance of the convenience aspect in the sales of this item. The

users of canned potatoes reported that they experimented with almost every method of preparation. The most frequent methods reported were, "just heated them," and "fried or browned them" (tables 118, 119, 120).

Those who have heard of canned white boiled potatoes and have never tried them are not a part of the market primarily because of a general prejudice against canned foods. About a third gave this as a reason for not using them. Almost a fifth said they couldn't see any reason for using canned potatoes. Almost as many mentioned price as an objection and about 1 in 7 firmly reported they just preferred to cook their own potatoes (table 121).

FROZEN FRENCH-FRIED POTATOES.—At the time of this survey there was a relatively small supply of frozen French-fried potatoes available to private consumers. In spite of this, 4 out of 10 interviewed homemakers in the United States reported having heard of this product.¹⁰ This was also true for the North, but in the South only a fourth said they had ever heard of it.

The cities provided interesting contrasts in the proportion in each who had heard of this new product—the proportions ranging from a high of more than half for Boston, to a low of less than a fourth for Los Angeles (table 122).

More than two-thirds of the homemakers in the United States who had heard of frozen French fries thought they were being sold in their local stores. Almost all of the remainder either said they were not available locally or that they did not know whether they were (table 123).

The incidence of buyers among those who had heard of this frozen product was about 1 in 5—not unlike the proportion reported for canned white boiled potatoes (table 124).

The actual number of respondents who had bought frozen French-fried potatoes was so small that detailed tabulations based on their attitude toward the product are not statistically reliable. However, careful reading of the returned questionnaires leads to a fairly safe conclusion that users like them—in a ratio of about 2 "likes" to every 1 "dislikes."

Homemakers who said they had heard of frozen French-fried potatoes but had not bought any gave various reasons for not purchasing. Some said their families did not care for French-fried potatoes. About the same number said they preferred to make their own. Others thought the frozen product was too expensive. Only about 10 percent said they preferred fresh rather than frozen foods. It is interesting to recall that about a third of the homemakers who said they had heard of canned white boiled potatoes, but had not bought any, gave as a reason a general preference for fresh over canned food (table 125).

POTATO FLOUR.—In the United States about one-half of the interviewed homemakers reported they had heard of potato flour. There are conspicuous regional differences regarding knowledge of the item

¹⁰ At the time of this survey frozen French-fried potatoes constituted a rather new development in the frozen food industry. Available information also indicated that distribution proceeded considerably more slowly in the West than in the East, thus accounting for the high proportion of respondents in Los Angeles who had never heard of the product.

and use of it. In the North, 2 out of 3 homemakers said they had heard of potato flour compared with only 1 in 3 in the South (table 126). In Boston, Chicago, and Los Angeles there is apparently a high degree of awareness of this product.

Thirty percent of those in the North who said they had heard of potato flour reported that they can buy it locally; only 9 percent in the South said it is available to them. It is noteworthy that almost half of those who know about potato flour don't know whether they can buy it in the stores near them (table 127).

Over-all, only about 1 in 5 of those who knew about potato flour said they had ever bought any. They know there is such an item but have never felt inclined to try it. Three-fourths of those who use it at all reported that they like it (tables 128, 129).

Most of the users of potato flour said they use it in baking bread and cakes. Gravy and pancakes rank second and third, respectively, in the frequency of their preparation with this kind of flour (table 130).

Homemakers who have heard about potato flour but have never bought it gave four main reasons. Some said they did no cooking that required this product. About two-fifths gave reasons that might be used in future programs to increase the consumption of potato flour. These said either that they had never thought of the product, or that they did not know how to use it, or that they had never seen it in the stores and so could not buy it (table 131).

A summary of the replies of homemakers in the United States on canned white boiled potatoes, frozen French-fried potatoes, and potato flour shows that: (1) Sixty-two percent have heard of canned white boiled potatoes, and of this group 1 out of 5 have bought the product; (2) 40 percent have heard of frozen French-fried potatoes, and of this group 1 out of 4 have bought the product; and (3) 53 percent have heard of potato flour, and of this group 1 out of 5 have bought the product.

INFLUENCE OF SIZE, PRICE, QUALITY, AND SUPPLY ON CONSUMER PURCHASES

At the end of the interview the respondents were asked to evaluate the relative importance of size, price, and quality, as related to their potato purchases. On the basis of these replies the tabulations show, in general, that quality was the most dominant of the three factors. For instance, when the homemakers were asked for their evaluation of the relative importance of "quality and size" and "quality and price" it was shown that for the United States the item of quality outweighed the other two items by about 12 to 1. In both instances the South indicated a slightly greater interest than the North in price and size, even though, as in the Nation as a whole, the factor of quality dominated.

When the two secondary items, "size and price," were compared with each other, all areas gave greater weight to size over price in the ratio of about 3 to 2. Among these factors it would seem that quality ranked first, size second, and price third (tables 132-134).

When the results of these three sets (size-price, price-quality, size-quality) of comparisons are analyzed in terms of the income of the respondents, a very consistent order of concern is observed.

In the "size-price" and "quality-price" comparisons, as income increased there was always an ascending degree of interest in quality and size and descending order of interest in price. This direction is also true for the separate North and South tabulations.

The size-quality comparison showed the same sort of direct relationship with income. Those with higher incomes were more likely to regard quality as more important than size (table 135).

In light of past knowledge of potato consumers' habits, it was thought safe to assume that although people might increase or decrease their consumption as a result of various market influences, users seldom completely dropped out of the market and previous non-users seldom suddenly became users. To get some measure of the proportion of the respondents whose volume of consumption contracted or expanded as market conditions varied, a series of questions were asked in which price and quality were shifted to present to the respondent several different combinations of these factors.

In a market of good quality, when prices shift upward, about 12 percent reported that they buy less. When prices go down, 20 percent reported they buy more (tables 136, 137).

When potatoes are of poor quality, even if price is low, 44 percent said they buy less. When there is a situation of both poor quality and high price, over half reported they buy less (tables 138, 139).

A set of questions was asked to measure the effect the volume of market supply has on purchases. Because a scarcity of potatoes is a relatively unusual situation, the questions on amount purchased relative to supply available were extremely hypothetical for most of the respondents. They reported, however, that their purchases increase very little when a large supply is available in the stores; but when potatoes seem hard to get, 23 percent find this enough of an obstacle to decrease their purchases (tables 140, 141).

Thus it can be seen that while a great bulk of the consumers reported they buy a constant quantity of potatoes under most circumstances, there is a peripheral group around this core of buyers who are apparently sensitive to market conditions and who report that they expand and contract their volume of purchases as price and quality vary.

APPENDIX

TABLES

TABLE 1.—*Replies to the question: "When you are buying (white) Irish potatoes, what are the things you like and the things you dislike as far as outside appearance is concerned?"*

External characteristics mentioned by homemakers	United States	North	South	Bos-ton	Chi-cago	Los An-geles
	Per-cent ¹ 63	Per-cent ¹ 62	Per-cent ¹ 67	Per-cent ¹ 51	Per-cent ¹ 54	Per-cent ¹ 58
Skin texture-----						
Smooth-skinned-----	58	56	63	45	51	53
Thin-skinned-----	7	6	8	7	5	4
Rough-webbed-skinned-----	2	2	1	2	2	3
Contour-----	52	53	52	33	53	45
Very few eyes-----	26	28	21	19	27	20
No bumps, knots, or knobs-----	18	17	23	12	18	20
No sprouts-----	9	8	12	5	5	7
Eyes shallow-----	8	8	7	1	6	4
Clean surface: Clean potato—washed, free from dirt-----	45	47	38	38	45	52
Age and decay-----	34	30	51	19	33	23
Firm potato—solid, no soft spots-----	18	16	27	8	17	11
Not rotten on the outside-----	11	9	21	7	13	10
Not wrinkled, shriveled, old looking-----	10	10	12	5	10	4
Surface imperfections-----	36	36	35	21	27	33
No spots, or blemishes-----	21	20	30	14	15	20
No scales or scabs-----	10	12	3	8	5	9
No worm holes-----	7	7	5	4	7	6
Mechanical and handling injuries-----	29	28	30	29	26	31
No cuts or slashes—unscarred-----	18	18	20	20	20	22
Not sunburned-----	9	10	8	9	3	8
No bruises-----	5	4	6	4	7	5
Size-----	28	27	28	36	28	23
Medium-size-----	15	14	18	18	11	8
Large-----	4	4	3	9	4	3
Uniform-size-----	4	5	2	8	5	8
Not large size (preferred size unknown)-----	4	4	3	9	4	3
Small-----	1	1	1	2	1	(?)
Not a small-size (preferred size unknown)-----	1	2	1	(?)	4	1

For footnotes see end of table.

TABLE 1.—*Replies to the question: "When you are buying (white) Irish potatoes, what are the things you like and the things you dislike as far as outside appearance is concerned?"*—Continued

External characteristics mentioned by homemakers	United States	North	South	Bos-t ton	Chi- cago	Los An- geles
	Per- cent ¹ 27	Per- cent ¹ 26	Per- cent ¹ 31	Per- cent ¹ 21	Per- cent ¹ 30	Per- cent ¹ 10
Color of skin-----						
Light-skinned-----	17	16	18	14	7	8
Red-skinned-----	8	8	12	3	25	1
Dark-skinned-----	2	3	1	4	(²)	1
Specific type-----	8	18	7	9	9	9
Idaho potato-----	5	5	5	(²)	9	7
Maine potato-----	1	10	(²)	6	1	(²)
Miscellaneous types-----	2	3	2	3	(²)	2
Shape-----	4	4	3	3	3	1
Round-----	3	3	2	1	2	1
Long-----	1	1	1	2	1	(²)
Do not look for any specific outside characteristics-----	2	2	1	3	1	2
Number of homemakers-----	2,096	1,706	1,183	243	255	226

¹ Percentages add to more than their subtotals and these add to more than 100 percent because many homemakers mentioned more than one external characteristic.

² Less than 1 percent.

TABLE 2.—*Replies to the question: "Regardless of the potatoes you can buy around here, is there any particular kind you like best for general use?"*

Replies	United States	North	South	Bos-t ton	Chi- cago	Los An- geles
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Have a preference-----	58	58	60	59	82	73
Do not have a preference-----	40	40	39	39	18	27
Not ascertained-----	2	2	1	2	—	—
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 3.—(*If like a particular kind of potato for general use*) Replies to the question: "Are you generally able to get the type you like around here?"

Availability	Percentage of homemakers who said they liked a particular potato for general use					
	United States	North	South	Boston	Chicago	Los Angeles
Can get preferred potato-----	Percent 87	Percent 86	Percent 89	Percent 72	Percent 94	Percent 90
Cannot get preferred potato-----	12	13	10	25	5	10
Not ascertained-----	1	1	1	3	1	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	1, 223	990	705	144	209	164

TABLE 4.—(*If like a particular kind of potato for general use*) Replies to the question: "Why do you like that kind?"

Reasons for preference	Percentage of homemakers who said they liked a particular potato for general use					
	United States	North	South	Boston	Chicago	Los Angeles
Performance in use:						
Are good tasting-----	Percent 25	Percent 25	Percent 28	Percent 19	Percent 27	Percent 13
Cook up to a good texture-----	21	21	17	10	16	17
Cook up uniformly—no hard center cores-----	20	21	15	14	17	12
Stay firm—don't fall to pieces-----	12	12	11	2	23	9
Cook up white-----	7	8	2	6	5	3
Cook up quickly-----	5	5	5	6	8	2
Convenience and efficiency in use:						
Can be used for several methods of cooking-----	13	14	13	4	19	24
Involve little waste in peeling and preparation-----	6	6	7	8	9	3
Are easy to handle-----	5	4	6	2	6	1
Specific uses:						
Are good for baking-----	10	10	9	4	8	17
Are good for mashing, creaming-----	6	6	8	2	9	8
Quality factors:						
Have no holes or bad spots-----	5	5	5	5	4	2
Have good storage qualities-----	3	3	4	4	2	1
Are clean potatoes—washed, free from dirt-----	2	2	2	2	2	4
Miscellaneous reasons-----	5	4	5	4	1	2
No reason given-----	5	5	4	9	1	4
Number of homemakers-----	1, 223	990	705	144	209	164

¹ Percentages total to more than 100 because some homemakers mentioned more than one reason for liking this general-purpose potato.

TABLE 5.—*Replies to the question: "What size potato do you usually buy?"*

Size bought	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
Medium-----	60	59	66	54	71	73
Mixed sizes-----	26	28	18	37	20	15
Large-----	6	5	8	3	5	7
Small-----	2	2	3	2	3	3
Not ascertained-----	6	6	5	4	1	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 6.—*Replies to the question: (If buy mixed sizes) "What sizes do you buy mixed?"*

Size bought	Percentage of homemakers who buy mixed sizes ¹			
	United States	North	South	Boston
Large, medium, and small-----	Percent	Percent	Percent	Percent
Large and medium-----	56	57	46	72
Medium and small-----	18	18	19	9
Large and small-----	13	13	21	4
Not ascertained-----	6	5	8	6
Total-----	7	7	6	9
Number of homemakers-----	100	100	100	100
	538	468	212	89

¹ Percentages for Chicago and Los Angeles are omitted because of the small number of homemakers who say they buy potatoes of mixed sizes.

TABLE 7.—(If usually buy medium-sized potatoes) Replies to the question: "Why do you buy those?"

Reasons for preference	Percentage of homemakers who usually buy medium-sized potatoes					
	United States	North	South	Boston	Chicago	Los Angeles
	Per-cent ¹	Per-cent ¹	Per-cent ¹	Per-cent ¹	Per-cent ¹	Per-cent ¹
Convenience and efficiency in use:						
Are right size for judging portions-----	23	24	21	20	35	27
Are easy to handle, easy to peel-----	20	21	18	14	26	20
Can be used for several methods of cooking-----	16	16	16	12	4	17
Little waste in preparation-----	7	7	9	11	10	8
Can be prepared quickly-----	5	4	7	5	6	3
Specific uses:						
Are good for baking-----	7	9	3	13	2	19
Are good for other specific uses (boiling, etc.)-----	4	3	3	3	4	6
Performance in use:						
Cook up quickly-----	6	7	6	11	9	12
Cook up uniformly, no hard center cores-----	3	3	2	4	7	3
Good taste-----	2	1	3	1	2	
Cook up mealy-----	1	1	1		1	1
Stay firm when cooked, don't fall to pieces-----	1	1	1		1	1
Quality factors in use:						
Have no holes or bad spots-----	7	7	8	6	12	5
Have good storage qualities-----		3	1			1
Miscellaneous reasons-----	4	4	4	4	5	4
No reason given-----	17	17	17	20	5	3
Number of homemakers-----	1,263	1,005	783	132	181	166

¹ Percentages total to more than 100 because many homemakers mentioned more than one reason for buying medium-sized potatoes.

TABLE 8.—(*If usually buy mixed sizes*) Replies to the question: "Why do you buy mixed sizes?"¹

Reasons	Percentage of homemakers who usually buy mixed sizes ¹			
	United States	North	South	Boston
	Percent ²	Percent ²	Percent ²	Percent ²
Packaged potatoes come in mixed sizes, dealer sells them that way-----	46	51	28	69
Can be used for several kinds of cooking-----	22	21	32	6
No reasons given-----	32	31	43	27
Number of homemakers-----	538	468	212	89

¹ Percentages for Chicago and Los Angeles are omitted because of the small number of homemakers in these cities who said they buy mixed sizes.

² Percentages total to more than 100 because some homemakers mention both reasons for buying potatoes of mixed sizes.

TABLE 9.—Replies to question: "Aside from the sizes you buy, what size potato do you like best for general use?"¹

Size preferred	United States	North	South	Bos- ton	Chi- cago	Los An- geles
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Medium-----	81	81	77	86	83	82
Mixed sizes-----	8	8	10	3	8	8
Large-----	7	7	9	7	6	7
Small-----	2	2	3	2	3	3
Not ascertained-----	2	2	1	2	—	—
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 10.—*Replies to the question: "Potatoes come in different shapes—Which shape do you like best for general use?"*

Shape preferred	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Oval-----	31	33	23	27	24	59
Round-----	28	27	32	39	31	6
Long-----	18	17	22	11	23	21
No particular preference-----	20	20	21	18	22	12
Not ascertained-----	3	3	2	5	-----	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 11.—*Replies to the question: "Do you ever buy small-sized potatoes just by themselves—not new potatoes; just regular small-sized ones?"*

Replies	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Say they do not buy small potatoes-----	72	72	72	79	67	73
Say they buy small potatoes-----	26	26	27	19	33	27
Not ascertained-----	2	2	1	2	-----	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 12.—(*If ever buy small-sized potatoes just by themselves*) Replies to the question: "How do you use the small-sized ones?"

Methods of preparation	Percentage of homemakers who buy small-sized potatoes ¹		
	United States	North	South
	Percent	Percent	Percent
Boiling-----	32	31	37
Multiple purposes-----	27	26	32
For salads-----	20	23	6
For roasting with meat-----	4	4	3
Stewing-----	4	4	4
Mashing-----	3	3	4
Frying, not French fries-----	3	3	3
Miscellaneous (baking, creaming, etc.)-----	5	5	7
Not ascertained-----	2	1	4
Total-----	100	100	100
Number of homemakers-----	540	434	320

¹ Percentages for the cities of Boston, Chicago, and Los Angeles are omitted because of the small number of homemakers who said they buy small potatoes

TABLE 13.—(*If ever buy small potatoes just by themselves*) Replies to the question: "Why do you buy the small ones?"

Reasons	Percentage of homemakers who buy small potatoes by themselves ¹		
	United States	North	South
	Percent	Percent	Percent
Performance:			
Cook up quickly-----	14	14	15
Taste good-----	9	9	8
Stay firm when cooked—don't fall to pieces-----	3	4	1
Cook up uniformly—no hard center cores-----	2	2	1
Specific uses:			
Are good for salads-----	8	9	1
Are good for boiling-----	8	7	11
Are good for roasting with meat-----	3	3	1
Are good for other specific uses (frying, etc.)-----	1	1	3
Convenience and efficiency in use:			
Are the right size for judging portions-----	6	6	6
Can be used for several methods of cooking-----	2	2	3
Are easy to handle—easy to peel-----	2	2	2
Can be prepared quickly-----	2	2	2
Involve little waste in preparation-----	1	1	2
Are the only size available sometimes-----	12	11	18
Are cheap-----	11	12	9
Miscellaneous reasons-----	7	6	7
No reasons given-----	9	9	10
Total-----	100	100	100
Number of homemakers-----	540	434	320

¹ Percentages for the cities of Boston, Chicago, and Los Angeles are omitted because of the small number of homemakers in these cities who say they buy small potatoes by themselves.

TABLE 14.—(*If never buy small potatoes just by themselves*) Replies to the question: "Why is it that you never buy the small ones?"

Reasons for nonpurchase	Percentage of homemakers who never buy small potatoes					
	United States	North	South	Boston	Chicago	Los Angeles
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Take too much time to prepare-----	36	35	42	30	47	37
Too much waste in peeling-----	32	32	29	32	41	29
Peeling is more difficult—hard to handle-----	15	16	14	16	12	15
Have limited uses-----	9	10	6	12	9	16
Purchases include some small potatoes-----	6	6	4	7	5	2
Are not available in stores-----	2	3	1	4	3	2
Cook up watery, mushy—don't cook up well-----	2	2	2	3	—	1
Miscellaneous reasons-----	6	6	4	5	5	5
No reason given-----	15	13	20	12	6	11
Number of homemakers-----	1,514	1,233	851	191	172	165

¹ Percentages total more than 100 because many homemakers mentioned more than one reason for not buying small potatoes by themselves.

TABLE 15.—Replies to the question: "Would you buy (more of) the small-sized ones if they were cheaper than potatoes of other sizes?"

Replies	United States	Percentage of homemakers who would buy (more of) the small-sized ones if they were cheaper than potatoes of other sizes					
		North	South	Boston	Chicago	Los Angeles	
	Percent	Percent	Percent	Percent	Percent	Percent	
Would not buy (more of) the small ones if they were cheaper-----	63	63	61	60	57	67	
Would buy (more of) the small ones if they were cheaper-----	31	30	34	28	42	28	
Don't know-----	1	1	1	1	1	2	
Not ascertained-----	5	6	4	11	—	3	
Total-----	100	100	100	100	100	100	
Number of homemakers-----	2,096	1,706	1,183	243	255	226	

TABLE 16.—(*If would buy more small potatoes if they were cheaper*)
Replies to the question: "How much would you be willing to pay a pound?"

Price per pound willing to pay	Percentage of homemakers who would buy more small potatoes if they were cheaper than other sizes					
	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
1 cent-----	6	7	2	3	2	
2 cents-----	13	15	6	3	5	9
3 cents-----	24	25	18	15	17	32
4 cents-----	9	10	9	9	16	6
5 cents-----	8	7	11	12	26	3
6 cents and over-----	2	2	4	2	7	2
Don't know-----	32	28	45	52	25	39
Not ascertained-----	6	6	5	4	2	9
Total-----	100	100	100	100	100	100
Number of homemakers-----	642	511	398	68	106	64
Median price paid, cents-----	2.5	2.4	2.9	3.1	3.7	2.5

TABLE 17.—(*If would buy more small-sized potatoes if they were cheaper than other sizes*) *Replies to the question: "How much are they selling for now?"*

Present selling price reported per pound	Percentage of homemakers who would buy more small potatoes if they were cheaper than other sizes					
	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
2 cents-----	1	2				2
3 cents-----	5	6	1	5	1	2
4 cents-----	4	4	4	9	1	3
5 cents-----	14	15	12	18	8	14
6 cents-----	7	6	11	3	14	16
7 cents-----	5	3	6	1	14	6
8 cents & over-----	4	4	5	2	14	4
Don't know-----	54	53	58	58	47	52
Not ascertained-----	6	7	3	4	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	642	511	398	68	106	64
Median price paid, cents-----	4.7	4.5	5.2	4.3	6.1	5.2

TABLE 18.—*Replies to the question: "Do you ever buy the large-sized potatoes just by themselves?"*

Replies	United States	North	South	Boston	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Said they do not buy large potatoes-----	61	62	61	72	48	57
Said they do buy large potatoes-----	37	36	38	26	52	43
Not ascertained-----	2	2	1	2		
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 19.—*(If ever buy large potatoes just by themselves) Replies to the question: "How do you use the large-sized ones?"*

Method of preparation	Percentage of homemakers who buy large potatoes just by themselves ¹				
	United States	North	South	Chi-cago	Los Angeles
	Per-cent ²	Per-cent ²	Per-cent ²	Per-cent ²	Per-cent ²
Baking-----	55	61	31	55	52
All purposes-----	16	15	22	15	14
French frying-----	14	11	27	17	11
Boiling-----	11	11	11	8	12
Mashing, creaming-----	11	10	16	12	14
Frying-----	7	5	15	6	12
In pancakes-----	5	6		10	1
In salads-----	3	1	10	2	4
Miscellaneous uses-----	4	3	5	5	6
Not ascertained-----	2	2	2	1	3
Number of homemakers-----	769	619	454	132	98

¹ Percentages for Boston are not shown because of the small number of homemakers in that city who said they buy large potatoes by themselves.

² Percentages total more than 100 because some homemakers mentioned more than one use for large potatoes.

TABLE 20.—(*If buy large-sized potatoes by themselves*) Replies to the question: "Why do you buy the large-sized ones?"

Reasons	Percentage of homemakers who buy large-sized potatoes just by themselves ¹				
	United States	North	South	Chicago	Los Angeles
Convenience and efficiency in use:					
Are the right size for judging portions-----	17	19	11	23	17
Can be prepared quickly-----	15	12	25	8	5
They involve little waste in preparation-----	11	11	11	11	15
Are easy to handle—easy to peel-----	10	10	8	15	10
Are good for several methods of cooking-----	2	2	3	2	3
Specific uses:					
Are good for baking-----	26	30	11	23	22
Are good for French frying-----	7	5	14	9	7
Are good for pancakes-----	1	2	—	1	—
Are good for mashing-----	1	1	2	1	2
Are good for frying (not French frying)-----	1	1	4	1	2
They are the only size available sometimes-----	10	9	13	14	15
Performance in use:					
Taste good-----	3	3	2	3	1
Cook up with a good texture-----	3	4	1	6	1
Miscellaneous reasons-----	4	4	6	2	5
No reasons given-----	6	6	5	5	5
Number of homemakers-----	769	619	454	132	98

¹ Percentages for Boston are omitted from this table because of the small number of homemakers who said they buy large potatoes by themselves.

² Percentages total more than 100 because some homemakers mentioned more than one reason for buying large potatoes by themselves.

TABLE 21.—(*If never buy large potatoes by themselves*) Replies to the question: "Why is it you never buy the large ones (*by themselves*)?"

Reasons	Percentage of homemakers who do not buy large potatoes just by themselves					
	United States	North	South	Boston	Chicago	Los Angeles
Physical limitations:						
Are hollow in the center—rotten-----	Percent ¹ 25	Percent ¹ 25	Percent ¹ 26	Percent ¹ 28	Percent ¹ 21	Percent ¹ 13
Are too large to judge portions-----	24	24	22	18	28	34
Are bulky—hard to handle, hard to peel-----	10	10	11	5	12	16
Have limited uses-----	8	8	9	7	4	9
Must be cut into pieces-----	7	7	5	9	7	6
Are too large for baking-----	2	2	1	6	-----	8
Too much waste in preparation-----	2	2	1	3	1	4
Cooking limitations:						
Take too long to cook-----	7	7	7	11	12	11
Are poor tasting-----	3	3	3	2	6	2
Don't cook up evenly—have hard center cores-----	2	2	2	2	2	-----
They fall to pieces when cooked-----	1	1	-----	-----	2	-----
Other reasons:						
Dealer sells assorted potatoes-----	12	13	6	16	10	5
They are too expensive-----	2	2	1	3	-----	2
Miscellaneous reasons-----	3	3	3	2	1	4
No reasons given-----	9	7	17	6	10	3
Number of homemakers-----	1, 286	1, 049	717	175	123	128

¹ Percentages total to more than 100 because some homemakers mentioned more than one reason for not buying large potatoes by themselves.

TABLE 22.—*Types of potatoes homemakers said they buy for different cooking purposes*

	United States	Percentage of homemakers who buy for different cooking purposes					
		North	South	Boston	Chicago	Los Angeles	
Buy only one all-purpose potato-----	Percent 58	Percent 57	Percent 59	Percent 74	Percent 36	Percent 56	
Buy one special potato plus an "all-purpose"-----	30	31	28	21	34	24	
Buy more than one special potato-----	10	10	12	3	30	20	
Not ascertained-----	2	2	1	2	-----	-----	
Total-----	100	100	100	100	100	100	
Number of homemakers-----	2, 096	1, 706	1, 183	243	255	226	

TABLE 23.—(*If buy only an all-purpose or one special potato plus an all-purpose potato*) Replies to the question: "How do you like the potato to cook up you buy?"

Preferred cooking qualities	Percentage of homemakers who buy only one all-purpose potato or one special potato plus an all-purpose potato					
	United States	North	South	Boston	Chicago	Los Angeles
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Should cook up mealy-----	39	40	34	46	34	34
Should not cook to pieces-----	38	39	35	19	45	40
Should cook up evenly, soft—no lumps, hard cores-----	34	33	50	26	42	42
Should cook up white—no streaks or dark spots-----	20	22	10	15	16	9
Should not be watery, soggy, mushy-----	17	19	9	20	20	18
Should have a good flavor-----	3	3	3	2	3	4
Miscellaneous qualities-----	5	4	11	1	6	9
No cooking qualities mentioned-----	7	6	10	7	6	8
Number of homemakers-----	1,840	1,500	1,031	231	177	179

¹ Percentages total to more than 100 because some homemakers mentioned more than one cooking quality.

TABLE 24.—(*If buy only an all-purpose or one special plus an all-purpose potato*) Replies to the question: "How much did you pay per pound the last time you bought potatoes?"

Prices mentioned per pound	Percentage of homemakers who buy only one all-purpose potato or one special potato plus an all-purpose potato					
	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
1 to 3 cents-----	9	10	4	10	4	4
4 to 6 cents-----	53	55	45	58	36	52
7 cents and over-----	14	13	21	7	40	18
Don't know-----	23	20	29	24	18	24
Not ascertained-----	1	2	1	1	2	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,840	1,500	1,031	231	177	179
Median price paid, cents-----	4.7	4.6	5.3	4.4	6.0	5.5

TABLE 25.—*Number of homemakers who said they buy special potatoes for specific uses*

Special types mentioned	United States		North		South		Boston		Chicago		Los Angeles	
	Buy	Do not buy	Buy	Do not buy	Buy	Do not buy	Buy	Do not buy	Buy	Do not buy	Buy	Do not buy
For baking	37	61	Per cent ¹									
For boiling	8	90	38	60	32	67	22	76	23	77	18	62
For mashing	4	94	8	90	9	90	2	96	1	97	9	82
For frying	3	95	2	94	5	94	1	97	6	94	5	92
Number of homemakers	2,096	1,706			1,183		243		255		226	

¹The percentages of "buy" plus "do not buy" do not add across to 100 in all cases, because the nonascertained category is omitted in this table.

TABLE 26.—(*If buy a special potato for baking*) Replies to the question:
“How do you like them to cook up when you bake them?”

Cooking qualities mentioned	Percentage of homemakers who buy special potatoes for baking					
	United States	North	South	Bos-ton	Chi-cago	Los Angeles
Should cook up mealy-----	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Should cook up white-----	81	81	78	65	78	72
Should be well done-----	10	10	5	6	14	1
Should have a crisp, unbroken skin-----	9	10	7	9	8	21
Should not cook to pieces-----	8	9	6	15	14	8
Miscellaneous cooking qualities-----	7	6	8	6	12	12
No cooking qualities mentioned-----	7	7	7	6	6	5
Number of homemakers-----	767	643	375	54	139	85

¹ Percentages total more than 100 because some homemakers mentioned more than one cooking quality they would like in the potatoes they bake.

TABLE 27.—(*If buy a special potato for baking*) Replies to the question:
“How much do you pay per pound for these?”

Price mentioned per pound	Percentage of homemakers who buy special potatoes for baking					
	United States	North	South	Bos-ton	Chi-cago	Los Angeles
1 to 3 cents-----	Percent	Percent	Percent	Percent	Percent	Percent
1 to 3 cents-----	2	2	-----	2	-----	1
4 to 6 cents-----	26	27	23	39	17	37
7 cents and over-----	35	34	28	16	43	20
Don't know-----	36	35	48	41	40	39
Not ascertained-----	1	2	1	2	-----	3
Total-----	100	100	100	100	100	100
Number of homemakers-----	767	643	375	54	139	85
Median price paid, cents-----	6.2	6.6	6.2	5.3	6.6	5.6

TABLE 28.—(*If buy a special potato for boiling*) Replies to the question:
"How do you like them to cook up when you boil them?"

Cooking qualities	Percentage of homemakers who buy a special potato for boiling ¹		
	United States	North	South
Should cook up solid, firm—not fall to pieces-----	Percent ² 41	Percent ² 41	Percent ² 40
Should cook up evenly, soft—no lumps, hard cores-----	31	26	48
Should be mealy-----	16	17	10
Should not be watery, soggy, mushy-----	16	18	9
Should cook up white-----	11	13	2
Miscellaneous cooking qualities-----	3	3	6
No cooking qualities mentioned-----	9	8	10
Number of homemakers-----	172	135	111

¹ The three cities are omitted because there were so few cases of homemakers buying special potatoes for boiling that statistically valid comparisons could not be made.

² Percentages total more than 100 because some homemakers mentioned more than one cooking quality they would like in the potatoes they boil.

TABLE 29.—(*If buy a special potato for boiling*) Replies to the question:
"How much do you pay per pound for these?"

Price mentioned per pound	Percentage of homemakers who buy special potatoes for boiling ¹		
	United States	North	South
1 to 3 cents-----	Percent 10	Percent 14	Percent 1
4 to 6 cents-----	49	49	52
7 cents and over-----	16	16	14
Don't know-----	23	21	31
Not ascertained-----	2	-----	2
Total-----	100	100	100
Number of homemakers-----	172	135	111
Median price mentioned, cents-----	5.0	5.0	5.0

¹ The three cities are omitted because there were so few cases of homemakers buying special potatoes for boiling that statistically valid comparisons could not be made.

TABLE 30.—*Replies to the question: "Do the potatoes you buy usually cook up as you like them to?"*

Replies	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
Potatoes cook up as liked-----	82	81	88	70	90	88
Potatoes do not cook up as liked-----	15	16	11	27	10	12
Not ascertained-----	3	3	1	3		
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 31.—(*If potatoes do not cook up as liked*) *Replies to the question: "What seems to be wrong with them?"*

Difficulties in preparation	Percentage of homemakers who had trouble in preparing potatoes ¹		
	United States	North	South
When potatoes are boiled ² —			
Cook to pieces-----	29	29	20
Cook up watery, soggy-----	22	23	10
Do not cook up white—have streaks, black spots-----	20	20	18
Do not cook up evenly—have lumps, hard cores-----	18	17	33
Cook up with a bad flavor-----	5	5	6
Cook up gummy, sticky-----	2	2	9
Miscellaneous difficulties-----	2	2	4
Not ascertained-----	2	2	
Total-----	100	100	100
Number of homemakers-----	285	256	88

¹ Percentages for the three cities were omitted because there were so few cases of homemakers who had trouble in the cooking process that statistically valid comparisons could not be made.

² The difficulties experienced by homemakers in preparing potatoes in other ways are not shown in the above table. Very few respondents mentioned having difficulty with potatoes in any process other than boiling.

TABLE 32.—*Replies to the question: "Have you had any potatoes this fall that had something wrong with the inside parts?"*

Replies	United States	North	South	Bos- ton	Chi- cago	Los An- geles
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Insides of potatoes were faulty-----	57	57	60	60	58	57
Insides of potatoes were not faulty-----	41	41	39	38	42	43
Not ascertained-----	2	2	1	2		
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 33.—*(If found something wrong with the inside parts of potatoes) Replies to the question: "What sort of things were wrong with the inside parts?"*

Defects	Percentage of homemakers who found something wrong with the inside parts of potatoes					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
	Per- cent ¹	Per- cent ¹	Per- cent ¹	Per- cent ¹	Per- cent ¹	Per- cent ¹
Had dark streaks-----	61	61	64	49	64	60
Had holes in the center-----	39	37	44	26	25	25
Had internal decay-----	30	21	26	33	38	30
Cooked up black-----	16	17	12	11	18	12
Had hard center cores-----	4	3	5	2	5	2
Had a bad taste, bad smell-----	3	2	5	4	1	2
Were soggy, watery-----	2	2	2	2	1	2
Miscellaneous defects-----	5	5	5	6	5	12
Not ascertained-----		1		1		
Number of homemakers-----	1,203	970	706	146	149	129

¹ Percentages total more than 100 because some homemakers mentioned more than one thing they found wrong with the insides of potatoes.

TABLE 34.—*Replies to the question: "How many times did you serve the breakfast meal, noon meal, evening meal during the previous week?"*

Frequency	United States			North			South			Boston			Chicago			Los Angeles		
	Breakfast	noon	Evening	Breakfast	noon	Evening	Breakfast	noon	Evening	Breakfast	noon	Evening	Breakfast	noon	Evening	Breakfast	noon	Evening
7 times	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
1 to 6 times	94	75	82	94	76	81	93	70	86	96	97	88	97	82	87	86	86	86
Did not serve these meals	4	15	17	4	15	18	4	18	12	2	2	12	2	12	12	9	13	24
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of homemakers	2,096			1,706			1,183			243			255			226		

TABLE 35.—Number of homemakers who served potatoes during the previous week¹

Replies	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Did serve potatoes-----	96	96	93	99	99	94
Did not serve potatoes-----	4	4	7	1	1	6
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

¹ This table is based on answers to the question: "In the last 7 days, how many times did you serve potatoes for breakfast, the noon meal, and the evening meal?"

TABLE 36.—Number of times during the previous week that homemakers served potatoes for the noon and evening meals¹

Frequency	Percentage of homemakers who served the noon and evening meals during the previous week										Percent 93	
	United States		North		South		Boston		Chicago			
	Noon meal	Evening meal	Noon meal	Evening meal	Noon meal	Evening meal	Noon meal	Evening meal	Noon meal	Evening meal		
Served—	Percent 59	Percent 90	Percent 57	Percent 92	Percent 70	Percent 80	Percent 59	Percent 42	Percent 96	Percent 36		
7 times-----	9	20	10	23	7	10	11	18	3	31	2	
6 or more times-----	12	34	13	39	9	15	17	42	4	50	4	
5 or more times-----	16	48	17	54	13	22	21	61	7	60	5	
4 or more times-----	22	60	23	66	22	34	28	74	10	74	8	
3 or more times-----	31	73	31	78	36	51	39	81	19	84	14	
2 or more times-----	43	83	42	87	53	67	48	87	30	90	25	
1 or more times-----	59	90	57	92	70	80	59	90	42	96	36	
Did not serve--	41	10	43	8	30	20	41	10	58	4	64	
Total-----	100	100	100	100	100	100	100	100	100	100	100	
Average number of times-----	1.95	4.10	1.91	4.36	2.10	2.77	2.24	4.54	1.15	4.79	0.92	
Number of homemakers-----	1,887	2,074	1,544	1,693	1,640	1,154	228	242	253	168	220	

¹ This table is based on the question: "In the last 7 days, how many times did you serve potatoes for the breakfast meal, the noon meal, the evening meal?" Percentages for the breakfast meal are omitted because of the small number of homemakers who said they served potatoes for this meal.

TABLE 37.—*Number of times homemakers served mashed, boiled, and fried potatoes during the previous week*

Frequency	Percentage of homemakers who used potatoes during the previous week					
	United States			South		
	Mashed potatoes	Boiled potatoes	Fried potatoes	Mashed potatoes	Boiled potatoes	Fried potatoes
Percent	Percent	Percent	Percent	Percent	Percent	Percent
Served—	75	62	52	77	65	52
5 or more times	7	5	3	7	8	3
4 times	6	8	6	6	5	3
3 times	11	17	13	12	11	7
2 times	21	25	27	21	16	14
1 time	30	25	31	25	26	26
Did not serve	25	38	48	23	35	48
Total	100	100	100	100	100	100
Number of homemakers	2,041	2,041	2,041	1,672	1,672	1,118
						1,118
						1,118

TABLE 38.—Number of times homemakers served baked, creamed, and miscellaneous prepared potatoes during the previous week

Frequency	Percentage of homemakers who used potatoes during the previous week					
	United States			South		
	Baked potatoes	Creamed potatoes	Miscellaneous prepared potatoes ¹	Baked potatoes	Creamed potatoes	Miscellaneous prepared potatoes ¹
Percent 44	Percent 22	Percent 48	Percent 47	Percent 22	Percent 46	Percent 31
Served—						
5 or more times	1		1		1	
4 times	2		3	2	2	1
3 times		1	5	4	5	2
2 times	14	4	11	12	4	1
1 time	27	17	28	28	17	8
Did not serve						
Total	56	78	52	53	78	54
Number of homemakers	100	100	100	100	100	69
	2,041	2,041	2,041	1,672	1,672	77

¹ Miscellaneous prepared potatoes includes potatoes prepared in stews, in meat roasts, as potato salad, in soups, potato pancakes, the frequency of each not being more than 3 percent.

TABLE 39.—*Number of times homemakers served mashed, boiled, and fried potatoes during the previous week*

Frequency	Percentage of homemakers who used potatoes during the previous week								Percent 45	
	Boston				Chicago					
	Mashed potatoes	Boiled potatoes	Fried potatoes	Mashed potatoes	Boiled potatoes	Fried potatoes	Mashed potatoes	Boiled potatoes		
Percent 73	Percent 70	Percent 41	Percent 77	Percent 62	Percent 48	Percent 48	Percent 66	Percent 50	Percent 45	
Served—										
5 or more times	11	12	1	10	8	3	3	2		
4 times	5	8	2	6	2	3	3	3		
3 times	16	14	4	14	14	5	9	6		
2 times	21	15	11	24	13	13	22	13		
1 time	20	21	23	21	21	25	29	26		
Did not serve	27	30	59	23	38	52	34	50		
Total	100	100	100	100	100	100	100	100		
Number of homemakers	242	242	242	252	252	252	213	213		

TABLE 40.—*Number of times homemakers served baked, creamed, and miscellaneous prepared potatoes during the previous week*

Frequency	Percentage of homemakers who used potatoes during the previous week					
	Boston		Chicago		Los Angeles	
	Baked potatoes	Creamed potatoes	Baked potatoes	Creamed potatoes	Baked potatoes	Creamed potatoes
Percent	Percent	Percent	Percent	Percent	Percent	Percent
54	10	35	31	14	39	58
Served—						
5 or more times	2		1	2	2	
4 times	5		2	1	4	
3 times	8	1	5	1	5	1
2 times	17	1	9	10	10	3
1 time	22	8	21	17	11	27
Did not serve	46	90	65	69	61	42
Total	100	100	100	100	100	86
Number of homemakers	242	242	242	254	254	213

¹ Miscellaneous prepared potatoes include potatoes prepared in stews, in meat roasts, as potato salad, in soups, potato pancakes, frequency of each not being more than 3 percent.

TABLE 41.—*Proportions of previous week's potato consumption which were prepared in different ways*

Methods of preparation	Percentage of homemakers who used potatoes during the previous week					
	United States	North	South	Bos-ton	Chi-cago	Los An-geles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Mashed-----	30	30	30	34	36	30
Boiled-----	27	28	21	31	28	22
Fried (not French fried)-----	14	13	18	8	11	12
Baked-----	12	13	10	16	10	22
Miscellaneous preparations ¹ -----	17	16	21	11	15	14
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,041	1,672	1,118	242	252	213

¹ Miscellaneous preparations include potatoes prepared in stews, in meat roasts, as potato salad, in soups, and as potato pancakes.

TABLE 42.—*Distribution of per capita potato consumption*

Distribution	United	North	South	Bos-ton	Chi-cago	Los
	States					An-
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	geles
0.1 to 0.99 pounds-----	10	7	18	6	9	12
1 to 1.99 pounds-----	31	29	43	25	40	33
2 to 2.99 pounds-----	26	27	24	30	26	30
3 to 3.99 pounds-----	18	20	9	25	15	15
4 to 4.99 pounds-----	6	6	3	6	6	7
5 to 5.99 pounds-----	6	6	2	6	2	1
6 to 6.99 pounds-----	1	2	(¹)	1	1	1
7 to 7.99 pounds-----	1	2	1	1	1	1
8 to 10.99 pounds-----	1	1	(¹)	(¹)	-----	(¹)
Total-----	100	100	100	100	100	100
Number of homemakers ² -----	2,006	1,643	1,101	237	252	214
Average per capita potato consumption-----	Lbs. 2.7	Lbs. 2.8	Lbs. 2.0	Lbs. 2.8	Lbs. 2.3	Lbs. 2.4
Standard error ³ -----	.04	.04	.03	.09	.08	.09

¹ Less than 1 percent.

² The number of cases shown in this table do not add to the total sample because per capita potato consumption was not ascertained for all the households.

³ Taking sampling error into account, the chances are 2 to 1 that the true average of per capita potato consumption for the United States is between 2.66 and 2.74 lbs. The chances are 21 to 1 that the true average is between 2.62 and 2.78 lbs.

TABLE 43.—*Distribution of per capita potato consumption by income groups¹*

Distribution	United States				North				South				
	Income groups				Income groups				Income groups				
	Low group	Middle group	High group	Low group	Middle group	High group	Low group	Middle group	High group	Low group	Middle group	High group	
Percent	9	8	Percent	11	6	Percent	7	9	Percent	19	15	Percent	17
0.1 to .99 pounds	29	30	1 to 1.99 pounds	35	26	2 to 2.99 pounds	27	32	3 to 3.99 pounds	40	43	4 to 4.99 pounds	46
1 to 1.99 pounds	24	28	2 to 2.99 pounds	27	25	3 to 3.99 pounds	22	28	4 to 4.99 pounds	21	29	5 to 5.99 pounds	21
2 to 2.99 pounds	20	18	3 to 3.99 pounds	16	22	4 to 4.99 pounds	21	18	6 to 6.99 pounds	12	8	7 to 7.99 pounds	10
3 to 3.99 pounds	6	7	4 to 4.99 pounds	4	7	5 to 5.99 pounds	8	5	8 to 10.99 pounds	4	2	9 to 10.99 pounds	2
4 to 4.99 pounds	6	5	5 to 5.99 pounds	4	8	6 to 6.99 pounds	5	5	Total	1	3	7 to 7.99 pounds	1
5 to 5.99 pounds	6	5	6 to 6.99 pounds	2	1	7 to 7.99 pounds	2	1	Average per capita potato consumption	1	1	8 to 10.99 pounds	1
6 to 6.99 pounds	2	2	7 to 7.99 pounds	1	1	Standard error	2	1	Number of homemakers	1	1	Total	1
7 to 7.99 pounds	2	1	8 to 10.99 pounds	1	1								100
8 to 10.99 pounds	2	1											100
	100	100		100	100		100	100		100	100		100
Total	690	550	590	573	439	475	355	336	336	336	336	336	348
Number of homemakers													
Average per capita potato consumption													
Standard error													

¹ The net weekly family income distribution for 1947 was divided into lower, middle, and upper thirds. For the North, the division corresponded to less than \$49, \$50-\$69, and above \$70, respectively. For the South, this division corresponded to less than \$40, \$41-\$64, and above \$65, respectively. For the North, income was not ascertained in 159 cases, and for the South, 65 cases. These cases are omitted from all tables of cross correlation with income. As the number of cases in the three income groups for the three cities would be too small and therefore statistically invalid, the cross-correlation data of income for Boston, Chicago, and Los Angeles, are not shown.

TABLE 44.—*Distribution of per capita potato consumption by nativity groups¹*

Distribution	United States			North			South			Nativity index Native born	
	Nativity index			Nativity index			Nativity index				
	Low group	Middle group	High group	Native born	Low group	Middle group	High group	Native born	Native born		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
0.1 to 0.99 pounds	21	5	8	10	20	5	8	6	18		
1 to 1.99 pounds	35	27	31	33	36	27	30	28	44		
2 to 2.99 pounds	26	28	23	27	26	27	23	30	23		
3 to 3.99 pounds	10	23	21	15	9	23	22	18	9		
4 to 4.99 pounds	3	6	5	6	3	7	5	8	3		
5 to 5.99 pounds	3	7	6	5	3	8	6	6	2		
6 to 6.99 pounds	1	1	3	1	1	1	3	1	1		
7 to 7.99 pounds	1	1	1	2	2	1	1	2	1		
8 to 10.99 pounds	—	2	—	—	—	—	—	—	—		
Total	100	100	100	100	100	100	100	100	100	100	
Number of cases	143	341	486	984	130	326	472	668	959		
Average per capita potato consumption	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds		
Standard error	.11	.08	.08	.05	.12	.09	.08	.06	.04		

¹ The questionnaire for this study contained one section that concerned itself with the country of birth of the respondent, head of the household, and parents. An index of nativity was developed from these data, relative to average per capita potato consumption of the country of birth. Thus, those family groups with some element of foreign birth were ranked low, moderate, or high, depending on the relative importance of potatoes in diet of the country from which they came. Countries such as China, Japan, and Mexico, where average potato consumption per individual is relatively low, were assigned low numbers (1 or 2); such countries as Canada and the United Kingdom, where potatoes assume a relatively more prominent position in the diet, were assigned a middle value (3-5); and countries such as Germany, Poland, and Ireland were assigned the highest values (6-10).

The native-born group represents those individuals or families whose origin is entirely native; that is, the respondent, or the head of the household, and parents were all born in the United States.

The foreign-born groups are omitted from the South because of the small number of cases. Only the data for the native born are shown for that region.

TABLE 45.—*Replies to the question: "Do you ever serve something to take the place of white potatoes?"*

Replies	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Per cent	Percent	Percent
Serve potato substitutes-----	76	76	73	81	77	77
Do not serve potato substitutes-----	24	24	27	19	23	23
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 46.—*Relation between income and serving of potato substitutes¹*

Item	Income groups in the United States			Income groups in the North			Income groups in the South		
	Lower	Middle	Upper	Lower	Middle	Upper	Lower	Middle	Upper
Served potato substitutes-----	Percent 72	Percent 80	Percent 79	Percent 71	Percent 81	Percent 79	Percent 72	Percent 72	Percent 76
Never served potato substitutes-----	28	20	21	29	19	21	28	28	24
Total-----	100	100	100	100	100	100	100	100	100
Number of homemakers-----	732	572	612	602	455	490	394	354	370

¹ For a discussion of three income groups see footnote for table 43. The cross-correlation of income for Boston, Chicago, and Los Angeles is omitted as the number of cases in the three income groups would be too small and therefore statistically invalid.

TABLE 47.—*Relation between education and serving of potato substitutes*¹

Item	Educational level								
	United States			North			South		
	Grammar	High school	College	Grammar	High school	College	Grammar	High school	College
Served potato substitutes-----	Percent 72	Percent 76	Percent 84	Percent 73	Percent 77	Percent 84	Percent 69	Percent 73	Percent 85
Never served potato substitutes-----	28	24	16	27	23	16	31	27	15
Total-----	100	100	100	100	100	100	100	100	100
Number of homemakers	738	982	339	576	817	279	491	500	181

¹ As the number of cases in the three educational groups would be so small as to be statistically invalid, the cross-correlation of education for Boston, Chicago, and Los Angeles is omitted.

TABLE 48.—*Relation between age and serving of potato substitutes*¹

Item	Age groups in the United States				Age groups in the North				Age groups in the South					
	Under 25	25-34	35-44	45-54	Under 25	25-34	35-44	45-54	55 and over	Under 25	25-34	35-44	45-54	55 and over
Served potato substitutes—														
Never served potato substitutes	70	80	76	71	72	81	76	71	71	63	75	80	75	68
Total	30	20	24	29	28	19	19	24	29	37	25	20	25	32
Number of homemakers	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	188	483	492	400	511	146	387	390	332	432	126	292	308	206
														240

¹ Data for Boston, Chicago, and Los Angeles are not shown because of the small number of cases.

TABLE 49.—(*If use other foods in place of potatoes*) Replies to the question: "What do you use in place of potatoes?"

Substitutes used	Percentage of homemakers who use potato substitutes					
	United States	North	South	Boston	Chi-cago	Los Angeles
Cereal pastes (macaroni, spaghetti, noodles)-----	Percent ¹ 77	Percent ¹ 80	Percent ¹ 61	Percent ¹ 84	Percent ¹ 75	Percent ¹ 74
Rice-----	48	42	72	24	44	55
Dry beans, peas, and lentils-----	19	19	17	29	19	24
Sweetpotatoes-----	11	10	16	6	12	12
Bread, pancakes, waffles-----	10	11	7	9	23	10
Green and yellow leafy vegetables ² -----	10	11	7	10	10	12
Grits, corn meal, mush-----	9	5	27	1	5	4
Other vegetables-----	8	8	9	6	8	15
Number of homemakers-----	1,590	1,304	867	197	197	173

¹ Percentages total to more than 100 because many homemakers mentioned more than one substitute food.

² The Bureau of Human Nutrition and Home Economics cooperated in classifying the substitute foods. The "Green and yellow leafy vegetable" group contains such vegetables as carrots, lettuce, asparagus, spinach, and green peas. The "Other vegetable" group is composed of such vegetables as sweet corn, turnips, beets, parsnips, and onions.

TABLE 50.—*Reasons homemakers gave for using particular foods as substitutes for potatoes*¹

Reasons	United States			North			South ²	
	Cereal	Rice	Beans	Cereal	Rice	Beans	Cereal	Rice
	Percent ³							
Adds variety to the meals-----	53	45	48	55	48	52	44	37
Tastes good, the family likes substitute-----	29	29	24	29	25	23	25	33
Substitute is good source of starch-----	21	21	19	21	21	18	22	21
Substitute goes well with different dishes-----	11	14	3	10	15	3	19	13
Substitute is cheap-----	3	3	5	2	3	4	5	3
Substitute is easy to prepare-----	3	2	5	3	3	5	3	1
Substitute is filling, satisfying-----	3	2	4	4	2	4	1	3
Substitute is nutritious, healthful-----	2	2	2	2	1	2	2	2
Miscellaneous reasons-----	4	5	6	5	5	7	3	5
No reasons given-----	4	4	6	4	4	6	4	4
Number of homemakers-----	1,222	758	296	1,048	553	248	528	620

¹ This composite table for the United States, the North, and the South is based on the percentages of homemakers who said they use the particular potato substitutes shown above.

² The percentages of the reasons for using beans in the South is omitted because of the small number of cases.

³ Percentages for each column total to more than 100 because some homemakers mentioned more than one reason for using these particular substitutes.

TABLE 51.—*Reasons homemakers gave for using particular foods as substitutes for potatoes*¹

Reasons	Boston ²	Chicago ²		Los Angeles ²	
	Cereal pastes	Cereal pastes	Rice	Cereal pastes	Rice
They add variety to the meal-----	Percent ³ 43	Percent ³ 57	Percent ³ 49	Percent ³ 50	Percent ³ 41
They taste good, the family like them-----	42	23	20	21	22
They are a good source of starch-----	15	32	26	30	21
They go well with different dishes-----	5	9	27	7	12
They are cheap-----	3	1	7	3	5
They are easy to prepare-----	4	2	6	6	4
They are filling, satisfying-----	4	5	1	2	3
They are nutritious, healthful-----	5	5	1	1	2
Miscellaneous reasons-----	3	4	2	5	3
No reasons given-----	8	3	2	6	7
Number of homemakers-----	165	148	86	128	95

¹ This composite table for Boston, Chicago, and Los Angeles, is based on the percentages of homemakers who said they use the particular potato substitutes shown above.

² Because of the small number of cases the following data are omitted: (1) For Boston, rice and beans; (2) for Chicago, beans; and (3) for Los Angeles, beans.

³ Percentages for each column total to more than 100 because some homemakers mentioned more than one reason for using these particular substitutes.

TABLE 52.—*Replies to the question: "Does the price of potatoes have anything to do with your using something to take the place of potatoes?"*

Replies	Percentage of homemakers who use potato substitutes					
	United States	North	South	Bos-ton	Chi-cago	Los Ange-les
Potato prices do not affect the use of substitutes-----	Percent 90	Percent 91	Percent 86	Percent 89	Percent 91	Percent 92
Potato prices affect the use of substitutes-----	8	7	12	9	8	7
Not ascertained-----	2	2	2	2	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1, 590	1, 304	867	197	197	173

TABLE 53.—*Replies to the question: "How many times did you serve another food in place of potatoes in the last 7 days for the noon meal (evening meal)?"*

Replies	United States		North		South		Boston		Chicago		Los Angeles	
	Noon meal	Evening meal	Noon meal	Evening meal	Noon meal	Evening meal	Noon meal	Evening meal	Noon meal	Evening meal	Noon meal	Evening meal
Did not use substitutes in these meals	70	55	57	56	79	51	85	56	68	54	68	54
Used substitutes for these meals	20	42	41	32	46	48	43	43	6	44	6	44
Did not serve these meals during this time	9	1	8	1	10	2	(1)	6	26	2	(1)	(1)
Not ascertained	1	2	2	1	2	1	(1)	1	(1)	(1)	(1)	(1)
Total	100	100	100	100	100	100	100	100	100	100	100	100
Number of homemakers	2,096	2,096	1,706	1,706	1,183	1,183	243	243	255	226	226	226

¹ Less than 1 percent.

TABLE 54.—*Number of times homemakers served particular foods as potato substitutes for the noon meal during the previous week*

Replies	Percentage of homemakers who served substitutes for the noon meal during the previous week ¹					
	United States			North		
	Cereal pastes	Rice	Beans	Cereal pastes	Rice	Beans
	Percent	Percent	Percent	Percent	Percent	Percent
Did not serve these substitutes	50	67	82	44	77	83
Served these substitutes	46	29	14	50	17	11
One time only	35	22	12	37	15	10
Two or more times	11	7	2	13	2	1
Not ascertained	4	4	4	6	6	6
Total	100	100	100	100	100	100
Number of homemakers	412	412	412	286	286	382

¹ Substitutes used for the noon meals by homemakers in the three cities are not shown because of the small number of cases.

TABLE 55.—*Number of times homemakers served particular foods as potato substitutes for the noon meal during the previous week*

Replies	Percentage of homemakers who served substitutes for the noon meal during previous week						South						
	United States			North			Grits, mush	Bread, pancakes	Sweet- potatoes	Grits, mush	Bread, pancakes	Sweet- potatoes	Grits, mush
Sweet- potatoes	Grits, mush	Bread, pancakes	Sweet- potatoes	Grits, mush	Bread, pancakes	Percent 91	Percent 85	Percent 82	Percent 92	Percent 82	Percent 84	Percent 88	Percent 93
Did not serve these substitutes-----	83	13	5	11	13	3	10	3	(1)	3	12	15	11
Served these substitutes-----	9	4	4	7	3	1	3	3	9	9	6	9	4
One time only-----	4	1	1	7	3	1	3	3	9	9	2	2	2
Two or more times-----	4	4	4	4	5	5	5	5	6	6	1	1	1
Not ascertained-----	100	100	100	100	100	100	100	100	100	100	100	100	100
Total-----	412	412	412	286	286	286	382	382	382	382	382	382	382
Number of homemakers-----													

¹ Less than 1 percent.

TABLE 56.—*Number of times homemakers served particular foods as potato substitutes for the noon meal during the previous week*

Replies	Percentage of homemakers who served substitutes for the noon meal during previous week					
	United States		North		South	
	Green, yellow, leafy vege- tables	Other vege- tables	Green, yellow, leafy vege- tables	Other vege- tables	Green, yellow, leafy vege- tables	Other vege- tables
Did not serve these substitutes-----	Percent 88	Percent 90	Percent 86	Percent 88	Percent 92	Percent 93
Served these substitutes-----	8	6	8	6	7	6
One time only-----	5	5	4	5	5	5
Two or more times-----	3	1	4	1	2	1
Not ascertained-----	4	4	6	6	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	412	412	286	286	382	382

TABLE 57.—Number of times homemakers served particular foods as potato substitutes for the evening meal during the previous week

		Percentage of homemakers who served substitutes for the evening meal during the previous week								
		United States			North			South		
Replies		Cereal paste foods	Rice	Dry beans, peas, lentils	Cereal paste foods	Rice	Dry beans, peas, lentils	Cereal paste foods	Rice	Dry beans, peas, lentils
Did not serve these substitutes-----		Percent 44	Percent 69	Percent 82	Percent 40	Percent 74	Percent 81	Percent 57	Percent 50	Percent 84
Served these substitutes-----		53	28	15	56	22	15	42	48	14
One time only-----		42	20	14	43	17	14	35	32	11
Two or more times-----		11	8	1	13	5	1	7	16	3
Not ascertained-----		3	3	3	4	4	4	1	2	2
Total-----		100	100	100	100	100	100	100	100	100
Number of homemakers-----		877	877	877	697	697	697	544	544	544

TABLE 58.—*Number of times homemakers served particular foods as potato substitutes for the evening meal during the previous week*

Replies	Percentage of homemakers who served substitutes for the evening meal during the previous week						South		
	United States			North			Sweet-potatoes	Grits, mush	Bread, pancakes
	Sweet-potatoes	Grits, mush	Bread, pancakes	Sweet-potatoes	Grits, mush	Bread, pancakes	Percent	Percent	Percent
Did not serve these substitutes-----	Percent	Percent	Percent	Percent	Percent	Percent	85	80	79
Served these substitutes-----	87	90	86	88	92	85	91	91	91
One time only-----	10	6	10	8	4	11	18	19	19
Two or more times-----	8	5	8	7	3	9	10	12	12
Not ascertained-----	2	1	2	1	1	2	8	7	7
Total-----	3	4	4	4	4	4	2	2	2
Number of homemakers-----	100	100	100	100	100	100	100	100	100
	877	877	877	697	697	697	544	544	544

TABLE 59.—*Number of times homemakers served particular foods as potato substitutes for the evening meal during the previous week*

Replies	Percentage of homemakers who served substitutes for the evening meal during the previous week					
	United States		North		South	
	Green yellow, leafy vegetables	Other vegetables	Green yellow, leafy vegetables	Other vegetables	Green yellow, leafy vegetables	Other vegetables
Did not serve these substitutes-----	Percent 86	Percent 90	Percent 85	Percent 90	Percent 91	Percent 90
Served these substitutes-----	11	6	11	6	7	8
One time only-----	6	5	6	5	5	6
Two or more times-----	5	1	5	1	2	2
Not ascertained-----	3	4	4	4	2	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	877	877	697	697	544	544

TABLE 60.—*Number of times homemakers served particular foods as potato substitutes for the evening meal during the previous week*

Replies	Percentage of homemakers who served substitutes for the evening meal during the previous week					Los Angeles		
	Boston	Chicago			Los Angeles			
Cereal paste foods	Rice	Dry beans, peas, lentils	Cereal paste foods	Rice	Dry beans, peas, lentils	Cereal paste foods	Rice	Dry beans, peas, lentils
Percent 46	Percent 91	Percent 51	Percent 47	Percent 81	Percent 89	Percent 47	Percent 62	Percent 75
Did not serve these substitutes-----	-----	-----	-----	-----	-----	-----	-----	-----
Served these substitutes-----	-----	-----	-----	-----	-----	-----	-----	-----
One time only-----	44	3	46	39	14	10	38	29
Two or more times-----	7	3	1	13	4	(¹)	10	4
Not ascertained-----	3	3	2	1	1	1	5	5
Total-----	100	100	100	100	100	100	100	100
Number of homemakers-----	117	117	117	109	109	109	99	99

¹ Less than 1 percent.

TABLE 61.—Number of times homemakers served particular foods as potato substitutes for the evening meal during the previous week

Frequency	Percentage of homemakers who served substitutes for the evening meal during the previous week						Los Angeles
	Boston			Chicago			
Sweet-potatoes	Grits, mush	Bread, pancakes	Sweet-potatoes	Grits, mush	Bread, pancakes	Sweet-potatoes	Grits, mush
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
95	97	92	88	94	73	84	93
2	(1)	5	• 11	5	26	11	2
One time only	2	(1)	4	6	5	18	10
Two or more times	(1)	(1)	1	5	(1)	8	1
Not ascertained	3	3	3	1	1	1	5
Total	100	100	100	100	100	100	100
Number of homemakers	117	117	117	109	109	99	99

¹ Less than 1 percent.

TABLE 62.—Number of times homemakers served particular foods as potato substitutes for the evening meal during the previous week

Replies	Percentage of homemakers who served substitutes for the evening meal during the previous week					
	Boston		Chicago		Los Angeles	
	Green, yel- low, leafy vege- tables	Other vege- tables	Green, yel- low, leafy vege- tables	Other vege- tables	Green, yel- low, leafy vege- tables	Other vege- tables
Did not serve these substitutes-----	Percent 86	Percent 92	Percent 91	Percent 96	Percent 86	Percent 85
Served these substitutes-----	13	5	8	3	9	10
One time only-----	9	3	4	3	6	7
Two or more times-----	4	2	4	(¹)	3	3
Not ascertained-----	3	3	1	1	5	5
Total-----	100	100	100	100	100	100
Number of homemakers-----	117	117	109	109	99	99

¹ Less than 1 percent.

TABLE 63.—Replies to the question: "During the last 7 days have you served sweetpotatoes at any meal?"

Replies	Location					
	United States					
		North	South	Bos- ton	Chi- cago	Los An- geles
Served sweetpotatoes-----	Percent 37	Percent 30	Percent 65	Percent 22	Percent 28	Percent 34
Did not serve sweetpotatoes-----	62	69	34	76	71	64
Not ascertained-----	1	1	1	2	1	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 64.—*Replies to the question: "What are the main reasons why you include white potatoes in your meal?"*

Replies	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Percent ¹					
Family likes them—they taste good.	56	55	61	51	53	51
They are a necessary part of the family meal—custom, habit-----	32	36	15	46	37	34
They are healthful, nutritious-----	30	29	33	29	34	27
They are filling, satisfying-----	24	25	17	20	23	18
They are fattening-----	9	8	10	14	15	8
They are cheap-----	7	6	10	2	2	4
They go well with many foods-----	7	8	6	6	10	14
They are needed to balance the diet-----	6	6	6	4	7	7
They are easy to prepare-----	4	3	7	1	2	3
They are good substitutes for certain foods (bread, etc.)-----	3	3	4	4	4	4
Miscellaneous reasons-----	5	4	10	5	3	6
No reason given-----	4	4	5	4	5	4
Number of homemakers-----	2,096	1,706	1,183	243	255	226

¹ Percentages total to more than 100 because many homemakers gave more than one reason for including white potatoes in their meals.

TABLE 65.—*Homemakers who did and did not mention specific food values of potatoes*

Mentions	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
Mentioned some specific food values	80	81	77	77	88	89
Did not mention any specific food values-----	20	19	23	23	12	11
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 66.—(*If mentioned specific food values of potatoes*) Replies to the question: "What special food values do you think potatoes have?"

Replies	Percentage of homemakers who mentioned certain specific food values of potatoes					
	United States	North	South	Boston	Chicago	Los Angeles
They contain starch, carbohydrates	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
They contain starch, carbohydrates	71	73	65	63	72	77
They contain vitamins	18	18	20	11	29	18
They contain minerals, general	11	12	7	5	12	11
They provide energy	10	10	8	8	4	7
They contain protein	5	5	4	6	4	7
They contain iron	3	3	6	3	2	4
Miscellaneous specific food values	7	7	5	9	6	11
Number of homemakers	1,680	1,379	913	188	225	201

¹ Percentages total to more than 100 because some homemakers were able to give more than one specific food value of potatoes.

TABLE 67.—(*If mentioned specific food values of potatoes*) Replies to the question: "Would you mind telling me where you learned about food values in potatoes?"

Sources of information	Percentage of homemakers who mentioned specific food values of potatoes					
	United States	North	South	Boston	Chicago	Los Angeles
School	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
School	33	31	38	24	30	29
Friends and neighbors, family members	19	19	21	13	24	15
Self-originated, experience	18	17	20	15	17	12
Magazines	16	16	19	9	13	16
Books, booklets, pamphlets	13	13	12	10	18	12
Radio programs	13	14	10	8	10	5
Newspapers	11	11	8	9	20	5
Nutrition and cooking classes	8	8	8	10	8	7
Doctors, nurses, clinics	7	7	9	9	8	12
Miscellaneous sources	5	6	4	8	6	3
Don't know	6	6	5	7	1	15
No source given	8	8	6	18	6	10
Number of homemakers	1,680	1,379	913	188	225	201

¹ Percentages total to more than 100 because many of the homemakers mentioned more than one source of information.

TABLE 68.—*Replies to the question: "Are there any members of your family who like you to serve potatoes more often?"*

Replies	Percentage of families with more than one member ¹					
	United States	North	South	Boston	Chicago	Los Angeles
Do not want potatoes more often-----	Percent 87	Percent 88	Percent 80	Percent 85	Percent 85	Percent 82
Want potatoes served more often-----	12	11	19	15	15	18
Not ascertained-----	1	1	1	-----	-----	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,992	1,624	1,116	234	250	217

¹ Of the households in the sample, 95 percent in the United States were multiple-person households.

TABLE 69.—(*If some family members want potatoes served more often) Replies to the question: "Why don't you serve them more often?"*

Replies	Percentage of homemakers in multiple-person households in which some family members want potatoes served more often ¹		
	United States	North	South
Family is getting enough potatoes-----	Percent ² 25	Percent ² 24	Percent ² 29
Takes too much time, too much trouble to prepare them-----	24	26	17
Meals should have variety—other vegetables should be served occasionally-----	19	17	24
They are (too) fattening-----	13	16	7
Other family members don't like them-----	8	8	7
Some family members on diet or overweight—shouldn't have many potatoes-----	8	9	7
Potatoes are too expensive-----	5	3	7
Miscellaneous reasons-----	1	1	5
No reason given-----	4	4	5
Number of homemakers-----	249	178	214

¹ Percentages for the three cities are omitted because of the small number of cases.

² Percentages total to more than 100 because some homemakers mentioned more than one reason for not serving potatoes more often.

TABLE 70.—*Replies to the question: "Are there any members of your family who like you to serve potatoes less often?"*

Replies	Percentage of families with more than one member ¹					
	United States	North	South	Boston	Chicago	Los Angeles
Do not want potatoes served less often-----	Percent 88	Percent 87	Percent 90	Percent 83	Percent 82	Percent 87
Want potatoes served less often-----	11	12	9	17	18	12
Not ascertained-----	1	1	1	-----	-----	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,992	1,624	1,116	234	250	217

¹ Of the households in the sample, 95 percent in the United States were multiple-person households.

TABLE 71.—(*If some family members want potatoes served less often*)
Replies to the question: "Why would they like you to serve them less often?"

Replies	Percentage of homemakers in multiple-person households in which some family members want potatoes served less often ¹		
	United States	North	South
Some family members don't like them-----	Percent 73	Percent 71	Percent 87
Potatoes are (too) fattening-----	17	18	11
Some family member(s) on a diet—not supposed to eat (many) potatoes-----	5	5	2
Miscellaneous reasons-----	2	3	-----
No reason given-----	3	3	-----
Total-----	100	100	100
Number of homemakers-----	224	190	102

¹ Percentages for the three cities are omitted because of the small number of cases.

TABLE 72.—(*If some family members want potatoes served less often*)
Replies to the question: "Why don't you serve them less often?"

Reasons	Percentage of homemakers in multiple-person households in which some family members want potatoes served less often ¹		
	United States	North	South
Other family members like them—want potatoes more often-----	Percent 57	Percent 57	Percent 51
Potatoes are healthful, nutritious—good for family-----	25	25	28
Miscellaneous reasons-----	12	13	11
No reason given-----	6	5	10
Total-----	100	100	100
Number of homemakers-----	224	190	102

¹ Percentages for the three cities are omitted because of the small number of cases.

TABLE 73.—*Replies to the question: "Did you buy any white potatoes in the last 7 days?"*

Replies	United	North	South	Boston	Chi-	Los
	States				Cago	An-
Bought white potatoes-----	Percent 61	Percent 60	Percent 67	Percent 68	Percent 64	Percent 68
Did not buy any white potatoes-----	36	37	31	30	35	32
Not ascertained-----	3	3	2	2	1	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 74.—(*If bought white potatoes the previous week*) Replies to the question: "How many times did you buy potatoes during the last 7 days?"

Frequency	Percentage of homemakers who bought potatoes during the previous week					
	United States	North	South	Boston	Chicago	Los Angeles
One time-----	Percent 82	Percent 82	Percent 80	Percent 79	Percent 83	Percent 86
Two times-----	14	14	16	16	14	12
Three or more times-----	4	4	4	5	3	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,288	1,026	793	165	164	153

TABLE 75.—(*If bought potatoes the previous week*) Replies to the question: "How many pounds of potatoes did you buy the last time you bought potatoes?"

Size of purchase	Percentage of homemakers who bought potatoes during the previous week					
	United States	North	South	Boston	Chicago	Los Angeles
1 to 4 pounds-----	Percent 13	Percent 10	Percent 21	Percent 10	Percent 19	Percent 7
5 pounds-----	31	29	40	21	34	40
6 to 9 pounds-----	6	6	6	12	7	7
10 pounds-----	28	29	26	13	30	43
11 to 14 pounds-----	16	19	4	1	8	1
15 pounds-----	5	6	2	3	2	1
16 pounds and over-----	1	1	1	1	-----	-----
Not ascertained-----	-----	-----	-----	-----	-----	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,288	1,026	793	165	164	153

TABLE 76.—(*If bought potatoes the previous week*) Replies to the question: "Last week did you buy your potatoes already packaged or loose out of a bin?"

Replies	Percentage of homemakers who bought Irish potatoes during the previous week					
	United States	North	South	Boston	Chi- cago	Los An- geles
Bought loose potatoes only-----	Per- cent 66	Per- cent 61	Per- cent 83	Per- cent 45	Per- cent 72	Per- cent 73
Bought packaged potatoes only-----	33	38	16	51	27	26
Bought both packaged and loose potatoes-----	1	1	1	4	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,288	1,026	793	165	164	153

TABLE 77.—*Percentage of homemakers who bought loose or packaged potatoes as related to the number of pounds of potatoes bought at the last purchase*¹

Size of purchase	United States		North		South	
	Loose	Pack- aged	Loose	Pack- aged	Loose	Pack- aged
5 pounds or less-----	Per- cent 58	Per- cent 15	Per- cent 56	Per- cent 13	Per- cent 67	Per- cent 35
10 pounds or less but more than 5 pounds-----	30	43	30	41	27	57
15 pounds or less but more than 10 pounds-----	8	33	9	36	3	6
More than 15 pounds-----	3	9	4	10	1	2
Not ascertained-----	1	(²)	1	(²)	2	-
Total-----	100	100	100	100	100	100
Number of homemakers ³ -----	844	426	627	384	658	125

¹ Comparative data for the three cities are eliminated from this table because of the small number of homemakers who bought packaged potatoes.

² Less than 1 percent.

³ The buyers of packaged and loose potatoes do not add to the total buyers in each area because those who bought both loose and packaged potatoes during the specified week are omitted.

TABLE 78.—(If bought loose potatoes during the previous week.) Replies to the question: "Have you ever purchased potatoes that were already packaged?"

Replies	Percentage of homemakers who bought unpackaged potatoes last week					
	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Have bought packaged potatoes-----	48	49	48	69	38	69
Have never bought packaged pota-toes-----	49	48	49	31	55	31
Not ascertained-----	3	3	3	-----	7	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	844	627	658	75	117	111

TABLE 79.—(If have never bought packaged potatoes) Replies to the question: "Why was that (you have never purchased packaged pota-toes)?"

Replies	Percentage of home-makers who have never bought pack-aged potatoes ¹		
	United States	North	South
	Per-cent	Per-cent	Per-cent
Can't see what you're getting-----	37	38	36
They can't be bought in small amounts-----	13	14	12
They are not as good quality-----	10	8	16
They are not available in stores-----	8	8	6
They can't be picked for proper size-----	6	5	8
Miscellaneous reasons-----	6	5	4
Don't know-----	1	1	1
No reasons given-----	19	21	17
Total-----	100	100	100
Number of homemakers ² -----	670	497	504

¹ Data for the three cities are omitted because of the small number of home-makers in these localities who reported never buying packaged potatoes.

² This table is composed of two groups: (1) those homemakers who bought potatoes within the last 7 days, and (2) those who did not buy any potatoes during this period.

TABLE 80.—(*If didn't buy potatoes during the previous week*) Replies to the question: "Why was that?"

Replies	Percentage of homemakers who bought no potatoes during previous week ¹		
	United States	North	South
	Percent	Percent	Percent
Had potatoes on hand-----	90	90	88
Didn't use any last week—ate away from home-----	2	2	3
Miscellaneous reasons-----	2	2	6
No reasons given-----	6	6	3
Total-----	100	100	100
Number of homemakers-----	753	631	371

¹ The number of homemakers in the three metropolitan areas who did not buy Irish potatoes during the previous week was too small to be included in this table.

TABLE 81.—(*If didn't buy potatoes during the previous week*) Replies to the question: "How many pounds did you get the last time you bought potatoes?"

Size of purchase	Percentage of homemakers who did not buy potatoes during previous week ¹		
	United States	North	South
	Percent	Percent	Percent
1 to 4 pounds-----	7	5	18
5-----	14	11	29
6-9-----	3	3	3
10-----	22	23	21
11-14-----	(2)	(2)	(2)
15-----	13	14	5
16-40-----	5	6	3
41-99-----	9	10	5
100 and over-----	22	24	8
Not ascertained-----	5	4	8
Total-----	100	100	100
Number of homemakers-----	753	631	371

¹ Data for the three metropolitan areas are omitted because of the small number of homemakers in these areas who did not buy potatoes during the previous week.

² Less than 1 percent.

TABLE 82.—(*If didn't buy potatoes during the previous week*) Replies to the question: "Have you ever purchased potatoes that were already packaged?"

Replies	Percentage of homemakers who did not buy potatoes during the previous week ¹		
	United States	North	South
Have purchased packaged potatoes	Percent 65	Percent 68	Percent 51
Have never purchased packaged potatoes	34	31	49
Not ascertained	1	1	—
Total	100	100	100
Number of homemakers	753	631	371

¹ Data for the three metropolitan areas are omitted from this table because of the small number of homemakers in these areas who did not buy potatoes during the previous week.

TABLE 83.—Replies to the question: "Would you rather have them packaged or loose?"

Preference	United States	North	South	Bos-ton	Chi-cago	Los An-geles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Prefer loose potatoes	64	61	74	48	66	81
Prefer packaged potatoes	17	19	10	31	18	10
Doesn't make any difference	16	17	14	19	14	9
Not ascertained	3	3	2	2	2	—
Total	100	100	100	100	100	100
Number of homemakers	2,096	1,706	1,183	243	255	226

TABLE 84.—(*If prefer loose potatoes*) Replies to the question: "Why is that?"

Replies	Percentage of homemakers who prefer unpackaged potatoes					
	United States	North	South	Bos-ton	Chi-cago	Los An-geles
Can see what you're getting-----	Percent	Percent	Percent	Percent	Percent	Percent
51	52	45	60	42	42	
They are of better quality-----	21	19	28	16	31	25
They can be selected for desired sizes-----	13	14	14	9	13	27
They can be bought in smaller amounts-----	8	8	8	7	12	3
Miscellaneous reasons-----	2	2	2	2		
No reasons given-----	5	5	3	6	2	3
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,325	1,037	873	115	169	183

TABLE 85.—(*If prefer packaged potatoes*) Replies to the question: "Why is that?"

Replies	Percentage of homemakers who prefer packaged potatoes ¹		
	United States	North	South
Convenience factors-----	Percent	Percent	Percent
Saves time in buying-----	45	45	43
Are easier to carry-----	29	28	34
Can be stored in original package-----	12	13	7
Quality factors-----	4	4	2
Are of better quality-----	31	31	33
Are more uniform in size-----	23	24	22
They are cleaner-----	4	3	4
They are cheaper-----	4	4	7
Miscellaneous reasons-----	6	6	8
No reasons given-----	10	10	8
Total-----	100	100	100
Number of homemakers-----	360	319	123

¹ The three metropolitan areas are not tabulated separately because the number of homemakers preferring packaged potatoes was too small for statistical significance.

TABLE 86.—(If prefer packaged potatoes) Replies to the question:
“What kind of packages do you like best—plain paper bags, paper
bags with a window, cotton bags, or open-mesh bags?”

Preference	Percentage of homemakers who prefer packaged potatoes ¹		
	United States	North	South
	Percent	Percent	Percent
Open mesh bags-----	44	42	60
Plain paper bags-----	34	36	18
Paper bags with window-----	7	7	4
Cotton bags-----	7	6	13
Not ascertained-----	8	9	5
Total-----	100	100	100
Number of homemakers-----	368	327	125

¹ The three metropolitan areas are not tabulated separately because the number of homemakers preferring packaged potatoes was too small for statistical significance.

TABLE 87.—(If prefer packaged potatoes) Replies to the question: “Do
you like the packages to be brand labeled?”

Preference	Percentage of homemakers who prefer packaged potatoes ¹		
	United States	North	South
	Percent	Percent	Percent
Want packages to be brand labeled-----	56	57	41
Do not want packages to be brand labeled-----	4	5	1
Doesn't make any difference-----	37	35	56
Not ascertained-----	3	3	2
Total-----	100	100	100
Number of homemakers-----	368	327	125

¹ The three metropolitan areas are not tabulated separately because number of homemakers preferring packaged potatoes was too small for statistical significance.

TABLE 88.—(*If prefer packaged potatoes*) Replies to the question: "How many pounds do you like to have in a package?"

Preference	Percentage of homemakers who prefer packaged potatoes ¹		
	United States	North	South
	Percent	Percent	Percent
5 pounds-----	13	11	31
10 pounds-----	39	37	46
15 pounds-----	32	35	5
50 pounds-----	3	3	2
100 pounds-----	8	8	10
Miscellaneous sizes-----	3	4	2
Not ascertained-----	2	2	4
Total-----	100	100	100
Number of homemakers-----	368	327	125

¹ The three metropolitan areas are not tabulated separately because the number of homemakers preferring packaged potatoes was too small for statistical significance.

TABLE 89.—(*If prefer packaged potatoes*) Replies to the question: "Are you able to buy the kind of packaged potatoes you prefer in the stores around here?"

Replies	Percentage of homemakers who prefer packaged potatoes ¹		
	United States	North	South
	Percent	Percent	Percent
Able to buy them-----	83	83	85
Not able to buy them-----	14	14	12
Not ascertained-----	3	3	3
Total-----	100	100	100
Number of homemakers-----	368	327	125

¹ The three metropolitan areas are not tabulated separately because the number of homemakers preferring packaged potatoes was too small for statistical significance.

TABLE 90.—(If ever bought packaged potatoes) Replies to the question:
"Have you ever bought a package of potatoes that had a brand name
printed on it?"

Replies	Percentage of homemakers who have bought packaged potatoes					
	United States	North	South	Boston	Chi- cago	Los An- geles
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Have bought packaged potatoes with a brand name on it-----	53	57	33	76	52	30
Have not bought packaged potatoes with a brand name on it-----	38	35	58	16	38	62
Don't know-----	5	4	5	7	5	8
Not ascertained-----	4	4	4	1	5	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,344	1,135	633	202	151	167

TABLE 91.—(If ever bought packaged potatoes with a brand name
printed on it) Replies to the question: "What were the names of the
brands you bought?"

Replies	Percentage of homemakers who have bought packaged potatoes having a brand name					
	United States	North	South	Boston	Chi- cago	Los An- geles
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Specific brand name mentioned-----	29	30	21	46	27	8
No brand name mentioned but description of package given-----	11	11	15	3	20	32
No brand name mentioned but vari- ety of potato or State source given-----	38	39	21	27	30	36
Don't know-----	21	19	42	23	23	22
Not ascertained-----	1	1	1	1	-----	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	711	643	208	153	79	50

TABLE 92.—*Replies to the question: "Have you ever heard of potato grades?"*

Replies	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Percent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Have heard of potato grades-----	56	58	49	57	55	64
Have not heard of potato grades-----	41	39	50	41	45	36
Not ascertained-----	3	3	1	2		
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 93.—(*If heard of potato grades*) *Replies to the question: "What do potato grades tell you about potatoes?"*

Replies	Percentage of homemakers who have heard of potato grades					
	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Percent ¹	Per-cent ¹	Per-cent ¹	Per-cent ¹	Per-cent ¹	Per-cent ¹
Tell the size and quality-----	38	38	33	22	44	29
Tell the quality-----	25	24	30	35	27	27
Tell the size-----	20	21	15	17	15	17
Miscellaneous answers-----	8	8	9	9	12	11
Don't know-----	12	11	15	16	9	17
Not ascertained-----	3	3	4	6	2	6
Number of homemakers-----	1,175	985	577	139	140	145

¹ Percentages total more than 100 as more than one aspect of a potato-grade definition could be given by those homemakers who said they had heard of potato grades.

TABLE 94.—(*If have heard of potato grades*) Replies to the question:
"Have you ever noticed grade markings on bins?"

Replies	Percentage of homemakers who have heard of potato grades					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
Have not noticed grade markings on bins-----	Percent 84	Percent 83	Percent 89	Percent 87	Percent 79	Percent 75
Have noticed grade markings on bins-----	14	14	9	9	17	24
Not ascertained-----	2	3	2	4	4	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1, 175	985	577	139	140	145

TABLE 95.—(*If have heard of potato grades*) Replies to the question:
"Have you ever noticed grade markings on bags or packages?"

Replies	Percentage of homemakers who have heard of potato grades					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
Have not noticed such grade mark- ings-----	Percent 60	Percent 56	Percent 79	Percent 33	Percent 63	Percent 73
Have noticed such grade markings-----	37	41	17	64	31	26
Not ascertained-----	3	3	4	3	6	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1, 175	985	577	139	140	145

TABLE 96.—(*If noticed grade markings on bins, bags, or packages*) Replies to the question: "When you see grade markings, do you pay any attention to them when you buy your potatoes?"

Replies	Percentage of homemakers who have noticed grade markings on bins, bags, or packages ¹			
	United States	North	South	Boston
Do pay attention to grade markings-----	<i>Percent</i> 62	<i>Percent</i> 64	<i>Percent</i> 46	<i>Percent</i> 62
Do not pay attention to grade markings-----	29	28	38	30
Not ascertained-----	9	8	16	8
Total-----	100	100	100	100
Number of homemakers ² -----	516	470	140	93

¹ Percentages for Chicago and Los Angeles are omitted because of the small number of homemakers in these cities who said they had noticed grade markings on bins, bags, or packages.

² The number of homemakers in this table is derived from (1) those who had heard of potato grades and (2) those who had seen grade markings on bins, bags, or packages.

TABLE 97.—(*If have heard of potato grades*) Replies to the question: "Would you like to have grades marked on bins?"

Preference	Percentage of homemakers who have heard of potato grades					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
Would like to have grades marked on bins-----	<i>Percent</i> 65	<i>Percent</i> 65	<i>Percent</i> 69	<i>Percent</i> 68	<i>Percent</i> 81	<i>Percent</i> 71
Would not like to have grades marked on bins-----	2	2	2	3	1	1
Makes no difference-----	29	29	27	27	18	27
Not ascertained-----	4	4	2	2	(¹)	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1, 175	985	577	139	140	145

¹ Less than 1 percent.

TABLE 98.—(*If have heard of potato grades*) Replies to the question:
"Would you like to have grades marked on bags or packages?"

Preference	Percentage of homemakers who have heard of potato grades					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Would like to have grades marked	67	67	67	78	79	68
Would not like to have grades so marked	2	1	3	2	-----	1
Makes no difference	27	27	27	17	20	30
Not ascertained	4	5	3	3	1	1
Total	100	100	100	100	100	100
Number of homemakers	1,175	985	577	139	140	145

TABLE 99.—(*If have not heard of potato grades*) Replies to the question:
"Would you like to have potato grades marked on bins?"

Preference	Percentage of homemakers who have not heard of potato grades					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Would like to have grades so marked on bins	65	67	59	65	67	72
Would not like to have grades so marked on bins	3	2	3	3	3	1
Makes no difference	29	27	36	31	30	27
Not ascertained	3	4	2	1	-----	-----
Total	100	100	100	100	100	100
Number of homemakers	868	672	593	100	115	81

TABLE 100.—(*If have not heard of potato grades*) Replies to the question:
“Would you like to have potato grades marked on bags or packages?”

Preference	Percentage of homemakers who have not heard of potato grades					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
Would like to have grades so marked	Percent 60	Percent 63	Percent 51	Percent 74	Percent 62	Percent 67
Would not like to have grades so marked	3	2	5	2	4	1
Makes no difference	31	28	41	21	34	32
Not ascertained	6	7	3	3		
Total	100	100	100	100	100	100
Number of homemakers	868	672	593	100	115	81

TABLE 101.—Replies to the question: “Have you ever had any trouble
with potatoes when you kept them for a while?”

Replies	United States	North	South	Bos- ton	Chi- cago	Los An- geles
		Percent	Percent	Percent	Percent	Percent
Have not had any trouble	59	60	58	57	59	54
Have had trouble	38	37	40	41	41	46
Not ascertained	3	3	2	2		
Total	100	100	100	100	100	100
Number of homemakers	2,096	1,706	1,183	243	255	226

TABLE 102.—(*If had trouble in storing potatoes*) Replies to the question: "What kind of trouble did you have with potatoes when you kept them for awhile?"

Kind of trouble	Percentage of homemakers who have had trouble when storing potatoes					
	United States	North	South	Bos- ton	Chi- cago	Los An- geles
	Per- cent ¹	Per- cent ¹	Per- cent ¹	Per- cent ¹	Per- cent ¹	Per- cent ¹
Potatoes sprouted-----	48	51	36	59	35	58
Potatoes became soft, rotted-----	46	43	58	44	53	48
Potatoes wrinkled-----	22	23	21	18	14	13
All three of these troubles-----	13	13	15	5	11	7
Miscellaneous storage troubles-----	4	4	2	6	3	3
Not ascertained-----	1	1	1	-----	-----	1
Number of homemakers-----	789	633	474	100	104	104

¹ Percentages total more than 100 as many homemakers mentioned more than one kind of storage trouble with potatoes.

TABLE 103.—Replies to the question: "When you buy potatoes, do you usually buy enough for just 1 day, for about a week, 2 weeks, or for how long?"

Time period	United	North	South	Bos-	Chi-	Los
	States			Ton	cago	An-
	Percent	Percent	Percent	Percent	Percent	Percent
One week or less-----	39	36	56	50	52	36
One day only-----	2	2	4	3	1	2
About 1 week-----	37	34	52	47	51	34
More than 1 week-----	58	61	42	48	48	64
About 2 weeks-----	33	33	34	27	28	39
About 3 weeks-----	8	9	3	7	7	19
About 4 weeks-----	5	5	2	5	2	4
More than 4 weeks-----	12	14	3	9	11	2
Not ascertained-----	3	3	2	2	-----	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 104.—(*If buy more than 1 day's supply of potatoes*) Replies to the question: "Do you store your potatoes in a heated or unheated room?"

Replies	Percentage of homemakers who buy more than a day's supply of potatoes					
	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
In unheated room-----	49	48	50	53	57	54
In heated room-----	48	48	48	44	43	44
Not ascertained-----	3	4	2	3	—	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,041	1,667	1,134	236	251	221

TABLE 105.—(*If buy more than a day's supply of potatoes*) Replies to the questions: "In which room of the house do you store your potatoes?" "Is it heated or unheated?"

Replies	Percentage of homemakers who buy more than one day's supply of potatoes					
	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
Kitchen-----	49	45	69	28	34	65
Heated-----	78	83	62	89	86	63
Unheated-----	22	17	38	11	14	37
Basement-----	20	23	6	14	18	1
Heated-----	22	22	27	19	25	50
Unheated-----	78	78	73	81	75	50
Pantry or closet-----	16	17	11	37	41	3
Heated-----	25	25	23	40	20	33
Unheated-----	75	75	77	60	80	67
Closed porch-----	5	5	3	13	3	8
Heated-----	12	11	19	6	29	6
Unheated-----	88	89	81	94	71	94
Outside porch-----	3	3	6	1	3	17
Unheated-----	100	100	100	100	100	100
Miscellaneous places-----	3	3	3	3	1	5
Heated-----	12	11	15	29	25	27
Unheated-----	88	89	85	71	75	73
Not ascertained-----	4	4	2	4	—	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,041	1,667	1,134	236	251	221

TABLE 106.—*Percentage of homemakers reporting trouble when storing potatoes, as related to length of time for which they are bought*

Replies	Percentage of homemakers who buy more than a day's supply of potatoes							
	United States			North			South ¹	
	1 week or less ²	1-2 weeks	Over 2 weeks	1 week or less ²	1-2 weeks	Over 2 weeks	1 week or less ²	1-2 weeks
Have not had trouble	Percent 64	Percent 62	Percent 56	Percent 65	Percent 64	Percent 55	Percent 62	Percent 53
Have had trouble	36	38	44	35	36	45	38	47
Total	100	100	100	100	100	100	100	100
Number of homemakers	768	693	511	561	562	478	613	398

¹ Percentages for the Southern homemakers who buy more than 2 weeks' supply of potatoes are omitted because of the small number of cases. Percentages for the three cities are omitted for same reason.

² Does not include those who buy for 1 day only.

TABLE 107.—(*If buy more than one day's supply of potatoes*) Replies to the question: "How do you store your potatoes this time of the year?"¹

Kind of container	Percentage of homemakers who buy more than a day's supply of potatoes					
	United States	North	South	Boston	Chi-	Los
		Percent	Percent	Percent	Percent	Ange-
In a paper bag	56	55	57	60	59	41
In an open bin	21	21	21	24	25	29
In a closed bin	19	19	19	13	16	29
Not ascertained	4	5	3	3	-----	1
Total	100	100	100	100	100	100
Number of homemakers	2,041	1,667	1,134	236	251	221

¹ The survey took place between mid-November to mid-December 1947.

TABLE 108.—*Replies to the question: "Have you ever bought potatoes and found some you couldn't use because they were bad?"*

Replies	United States	North	South	Boston	Chicago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
Found some bad potatoes that could not be used-----	76	77	77	81	76	77
Did not find any bad potatoes-----	21	20	22	17	24	23
Not ascertained-----	3	3	1	2	-----	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 109.—(*If bought some bad potatoes that were not usable*) *Replies to the questions: "Did you do anything when you found potatoes that were bad and couldn't be used?" "What did you do?"*

Replies	Percentage of homemakers who bought some bad potatoes that could not be used ¹		
	United States	North	South
Did not do anything about it-----	Percent 83	Percent 81	Percent 91
Did something about it-----	16	18	9
Complained to dealer-----	55	56	38
Returned them to dealer-----	38	37	51
Changed dealers-----	6	6	4
Miscellaneous-----	1	1	7
Not ascertained-----	1	1	-----
Total-----	100	100	100
Number of homemakers-----	1,606	1,307	906

¹ Percentages for the three cities are omitted because of the small number of homemakers in these localities who reported taking action.

TABLE 110.—*Replies to the question: "Have you ever bought potato chips?"*

Replies	United States	North	South	Bos-ton	Chi-cago	Los Ange-le-s
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Have bought potato chips-----	87	86	89	91	89	94
Have never bought potato chips-----	13	14	11	9	11	6
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 111.—(*If have ever bought potato chips*) *Replies to the question: "Did you buy any in the last 7 days?"*

Replies	Percent of homemakers who have bought potato chips					
	United States	North	South	Bos-ton	Chi-cago	Los Ange-le-s
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Did not buy potato chips-----	72	71	75	65	66	68
Bought potato chips-----	27	28	24	34	34	31
Not ascertained-----	1	1	1	1	-----	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,815	1,467	1,054	222	226	213

TABLE 112.—(*If bought potato chips during previous week*) Replies to the question: "How many packages did you buy?"

Number of packages	Percentage of homemakers who bought potato chips during the previous week ¹		
	United States	North	South
	Percent	Percent	Percent
One-----	54	57	42
Two-----	25	24	29
Three-----	9	8	13
Four-----	2	1	5
Five-----	4	4	5
Six or more packages-----	4	4	5
Not ascertained-----	2	2	1
Total-----	100	100	100
Number of homemakers-----	488	404	255

¹ Percentages for the three cities are omitted from this table because the number of homemakers in these localities who said they bought potato chips during the previous week is so small.

TABLE 113.—(*If bought potato chips during the previous week*) Replies to the question: "What did you pay for each package?"

Price per package	Percentage of packages purchased at various prices during the previous week ¹		
	United States	North	South
	Percent	Percent	Percent
5 cents-----	14	10	32
10 cents-----	27	26	34
15 cents-----	7	7	6
20 cents-----	7	6	9
25 cents-----	27	31	8
30 cents-----	8	8	7
40 cents-----	3	3	1
50 cents and over-----	4	5	1
Don't know-----	2	2	1
Not ascertained-----	1	2	1
Total-----	100	100	100
Number of packages-----	809	654	486

¹ Percentages for the three cities are omitted from this table because the number of homemakers in these localities who said they bought potato chips during the previous week is so small.

TABLE 114.—(*If has ever bought potato chips*) Replies to the question:
"How did you use them?"

Uses	Percentage of homemakers who bought potato chips					
	United States	North	South	Boston	Chicago	Los Angeles
In snacks-----	Percent ¹ 56	Percent ¹ 58	Percent ¹ 47	Percent ¹ 66	Percent ¹ 76	Percent ¹ 39
As part of a meal-----	38	36	48	39	32	54
For a party, picnic-----	27	28	24	14	24	25
No use given-----	7	7	9	4	2	14
Number of homemakers-----	1,799	1,453	1,048	222	226	213

¹ Percentages add to more than 100 because some respondents reported more than one use.

TABLE 115.—Replies to the question: "Have you heard of canned white boiled potatoes?"

Replies	United States	North	South	Boston	Chicago	Los Angeles
Have heard of canned white boiled potatoes-----	Percent 62	Percent 66	Percent 48	Percent 72	Percent 69	Percent 88
Have not heard of canned white boiled potatoes-----	37	33	51	28	31	12
Not ascertained-----	1	1	1	-----	-----	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 116.—(*If have heard of canned white boiled potatoes*) Replies to the question: "Can you buy them in the stores around here?"

Replies	Percentage of homemakers who have heard about canned white boiled potatoes					
	United States	North	South	Boston	Chi-cago	Los Angeles
Are available in local stores-----	Percent 82	Percent 82	Percent 80	Percent 85	Percent 87	Percent 88
Are not available in local stores-----	6	6	10	4	8	5
Don't know-----	11	11	9	11	4	7
Not ascertained-----	1	1	1	-----	1	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,311	1,122	572	174	177	198

TABLE 117.—(*If have heard of canned white boiled potatoes*) Replies to the question: "Have you ever bought any?"

Replies	Percentage of homemakers who have heard about canned white boiled potatoes					
	United States	North	South	Bos-ton	Chi-cago	Los Angeles
Have not bought canned white boiled potatoes-----	Percent 74	Percent 75	Percent 70	Percent 77	Percent 67	Percent 59
Have bought canned white boiled potatoes-----	26 (¹)	25 (¹)	30 (¹)	23	32	41
Not ascertained-----	-----	-----	-----	-----	1	-----
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,311	1,122	572	174	177	198

¹ Less than 1 percent.

TABLE 118.—(*If have bought canned white boiled potatoes*) Replies to the question: "Did you like them?"

Replies	Percentage of homemakers who have bought canned white boiled potatoes. ¹		
	United States	North	South
Like canned white boiled potatoes-----	Percent 64	Percent 63	Percent 66
Did not like canned white boiled potatoes-----	34	35	32
Not ascertained-----	2	2	2
Total-----	100	100	100
Number of homemakers-----	336	280	170

¹ Percentages for the three cities were omitted from this table because of the small number of homemakers in these localities who said they bought canned white boiled potatoes.

TABLE 119.—(*If have bought and liked canned white boiled potatoes*) Replies to the question: "Why did you like them?"

Replies	Percentage of homemakers who have bought and liked canned white boiled potatoes ¹		
	United States	North	South
They are convenient-----	Percent ² 66	Percent ² 68	Percent ² 58
They taste good-----	31	27	51
They are a good size-----	5	6	4
They are inexpensive-----	1	1	1
They are good for browning-----	2	3	1
They are good for creaming-----	(3)	1	-
They are good for potato salad-----	(3)	1	-
Miscellaneous reasons-----	7	8	2
No reason given-----	12	14	7
Number of homemakers-----	213	176	113

¹ Percentages for the three cities were omitted from this table because of the small number of homemakers in these localities who said they bought and liked canned white boiled potatoes.

² Percentages total to more than 100 because some homemakers gave more than 1 reason for liking canned white boiled potatoes.

³ Less than 1 percent.

TABLE 120.—(*If have bought canned white boiled potatoes*) Replies to the question: "How did you use them?"

Methods of preparation	Percentage of homemakers who have bought canned white boiled potatoes ¹		
	United States	North	South
Heated-----	Percent ²	Percent ²	Percent ²
Heated-----	39	36	55
Fried, browned-----	38	42	15
Creamed-----	16	15	18
Potato salad-----	7	7	4
Mashed-----	3	4	2
Miscellaneous methods-----	5	4	8
Method not given-----	7	7	8
Number of homemakers-----	336	280	170

¹ Percentages for the three cities are omitted because of the small number of homemakers in these localities who said they had bought canned white boiled potatoes.

² Percentages total to more than 100 because some women gave more than one method of preparing canned white boiled potatoes.

TABLE 121.—(*If have heard of canned white boiled potatoes and have never bought them*) Replies to the question: "Why is that (you have never bought any)?"

Replies	Percentage of the homemakers who have heard about but have not bought canned white boiled potatoes					
	United States	North	South	Bos-ton	Chi-cago	Los Angeles
Prefer fresh vegetables—don't like canned foods-----	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Prefer fresh vegetables—don't like canned foods-----	32	32	33	40	38	41
Never cared to use them—no reason to use them-----	18	18	17	24	16	13
They are too expensive-----	17	18	14	7	15	28
Prefer to cook their own—reasons unspecified-----	14	14	10	11	12	9
Don't like the flavor—family wouldn't like them-----	8	8	8	7	10	4
Regular potatoes are easy to prepare-----	5	5	5	4	11	6
Family uses too many potatoes—canned ones would be inadequate-----	3	3	4	2	2	-----
Haven't seen them in local stores-----	2	2	5	2	2	-----
Miscellaneous reasons-----	3	3	5	6	2	2
No reason given-----	8	7	13	2	6	9
Number of homemakers-----	970	838	399	134	119	117

¹ Percentages total to more than 100 because some homemakers gave more than one reason for not buying canned white boiled potatoes.

TABLE 122.—*Replies to the question: "Have you ever heard of frozen French-fried potatoes?"*

Replies	United States	North	South	Bos- ton	Chi- cago	Los Ange- les
	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Have not heard of frozen French-fried potatoes-----	59	56	74	45	55	76
Have heard of frozen French-fried potatoes-----	40	43	25	55	45	23
Not ascertained-----	1	1	1	-----	-----	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 123.—(*If have heard of frozen French-fried potatoes*) *Replies to the question: "Can you buy them in the stores around here?"*

Replies	Percentage of homemakers who have heard of frozen French-fried potatoes ¹				
	United States	North	South	Boston	Chicago
Can buy them in local stores-----	Percent	Percent	Percent	Percent	Percent
Can buy them in local stores-----	69	71	55	79	70
Cannot buy them in local stores-----	9	8	16	8	16
Don't know-----	15	14	20	11	8
Not ascertained-----	7	7	9	2	6
Total-----	100	100	100	100	100
Number of homemakers-----	841	743	296	134	116

¹ Percentages for Los Angeles are omitted because of the small number of homemakers in the locality who said they had heard of frozen French-fried potatoes.

TABLE 124.—(*If have heard of frozen French-fried potatoes*) Replies to the question: "Have you ever bought any?"

Replies	Percentage of homemakers who have heard of frozen French-fried potatoes ¹				
	United States	North	South	Boston	Chicago
Have not bought frozen French-fried potatoes-----	Percent 79	Percent 79	Percent 85	Percent 81	Percent 78
Have bought frozen French-fried potatoes-----	21	21	15	19	22
Total-----	100	100	100	100	100
Number of homemakers-----	841	743	296	134	116

¹ Percentages for Los Angeles are omitted because of the small number of homemakers in this locality who said they had heard of frozen French-fried potatoes.

TABLE 125.—*Reasons homemakers give for not buying frozen French-fried potatoes*

Reasons given	Percentage of homemakers who have heard of but who have not bought frozen French-fried potatoes ¹				
	United States	North	South	Boston	Chicago
Never cared to use them—no reason to buy them-----	Percent 19	Percent 15	Percent 17	Percent 8	Percent 18
Family doesn't like French-fried potatoes-----	17	18	6	18 ^a	18
Prefers to make their own French-fried potatoes-----	17	18	14	24	20
They are too expensive-----	16	16	18	8	11
Prefer fresh vegetables—don't like to use frozen foods-----	10	10	11	19	11
Have not seen them in local stores-----	5	4	14	1	4
They don't taste good—greasy, soggy-----	3	3	1	2	2
Regular potatoes are easy to prepare-----	2	2	2	6	6
Miscellaneous reasons-----	3	2	4	4	1
No reason given-----	8	12	13	10	9
Total-----	100	100	100	100	100
Number of homemakers-----	666	583	252	108	91

¹ Percentages for Los Angeles are omitted from this table because of the small number of homemakers in this locality who said they had heard of frozen French-fried potatoes.

TABLE 126.—*Replies to the question: "Have you ever heard of potato flour?"*

Replies	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Have heard of potato flour-----	53	58	29	66	68	74
Have not heard of potato flour-----	46	41	70	34	32	26
Not ascertained-----	1	1	1			
Total-----	100	100	100	100	100	100
Number of homemakers-----	2, 096	1, 706	1, 183	243	255	226

TABLE 127.—(*If have heard of potato flour*) *Replies to the question: "Can you buy it in the stores around here?"*

Replies	Percentage of homemakers who have heard about potato flour					
	United States	North	South	Bos-ton	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
It is available in local stores-----	28	30	9	35	43	36
It is not available in local stores-----	25	23	41	17	27	15
Don't know-----	45	45	48	47	29	48
Not ascertained-----	2	2	2	1	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1, 111	997	345	161	173	167

TABLE 128.—(*If have heard of potato flour*) Replies to the question:
"Have you ever bought any potato flour?"

Replies	Percentage of homemakers who have heard about potato flour					
	United States	North	South	Boston	Chi- cago	Los An- geles
Have not bought potato flour-----	Per- cent 77	Per- cent 75	Per- cent 91	Per- cent 77	Per- cent 77	Per- cent 75
Have bought potato flour-----	22	23	8	22	22	24
Not ascertained-----	1	2	1	1	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	1,111	997	345	161	173	167

TABLE 129.—(*If have ever bought potato flour*) Replies to the question:
"Did you like it?"

Replies	Percentage of homemakers who have bought potato flour ¹	
	United States	North
Liked the potato flour-----	Percent 76	Percent 76
Did not like the potato flour-----	20	20
Not ascertained-----	4	4
Total-----	100	100
Number of homemakers-----	242	233

¹ Percentages for the South and the three cities are omitted because of the small number of homemakers in these localities who said they had bought potato flour.

TABLE 130.—(If have bought potato flour) Replies to the question:
"For what kind of cooking or baking did you use it?"

Use	Percentage of homemakers who have bought potato flour ¹	
	United States	North
In bread-----	Percent ²	Percent ²
In cake-----	36	36
In gravy-----	36	36
In pancakes-----	18	18
Miscellaneous preparations-----	14	15
Not ascertained-----	13	13
	6	6
Number of homemakers-----	242	233

¹ Percentages for the South and the three cities are omitted because of the small number of homemakers in these localities who said they had bought potato flour.

² Percentages total to more than 100 because some homemakers gave more than one method of use.

TABLE 131.—(If have not bought) Replies to the question: "Why is that (you have not bought potato flour)?"

Replies	Percentage of homemakers who have heard about but have not bought potato flour					
	United States	North	South	Boston	Chi- cago	Los An- geles
No reason to use it—don't do cooking that requires potato flour-----	Percent	Percent	Percent	Percent	Percent	Percent
29	31	16	33	42	29	
Don't know how to use potato flour-----	16	16	17	12	14	14
Never thought of potato flour-----	14	14	11	20	6	15
Have never seen potato flour-----	10	8	28	6	6	4
Satisfied with ordinary flour—never cared to use potato flour-----	9	9	7	10	7	6
Don't do much baking-----	8	9	3	10	18	21
Miscellaneous reasons-----	2	2	1	4	3	3
No reason given-----	12	11	17	5	4	8
Total-----	100	100	100	100	100	100
Number of homemakers-----	853	749	314	123	133	126

TABLE 132.—*Replies to the question: "Which is the most important to you when you buy potatoes in a store—quality or price?"*

Replies	United States	North	South	Boston	Chi-cago	Los Angeles
Quality-----	Percent 86	Percent 87	Percent 85	Percent 92	Percent 91	Percent 95
Price-----	7	6	11	2	8	4
Not ascertained-----	7	7	4	6	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 133.—*Replies to the question: "Which is the most important to you when you buy potatoes in a store—size or quality?"*

Replies	United States	North	South	Boston	Chi-cago	Los Angeles
Size-----	Percent 7	Percent 7	Percent 10	Percent 10	Percent 9	Percent 7
Quality-----	85	84	85	82	89	86
Not ascertained-----	8	9	5	8	2	7
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 134.—*Replies to the question: "Which is the most important to you when you buy potatoes in a store—size or price?"*

Replies	United States	North	South	Boston	Chi-cago	Los Angeles
Size-----	Percent 54	Percent 55	Percent 50	Percent 54	Percent 55	Percent 66
Price-----	36	35	43	34	41	29
Not ascertained-----	10	10	7	12	4	5
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 135.—*Evaluation of importance of size, price, and quality as related to income groups*¹

¹ Percentages for the three cities are omitted from this table because the number of cases when cross-correlated with income was too small.

TABLE 136.—*Replies to the question: "When the price is high and potatoes are good, do you buy more, less, or the same?"*

Replies	United States	North	South	Boston	Chicago	Los Angeles
	Percent (¹)	Percent (¹)	Percent 1	Percent 1	Percent (¹)	Percent 1
Buy more-----	12	12	14	16	11	12
Buy less-----	83	83	82	78	89	87
Buy same-----	5	5	3	5	-----	(¹)
Not ascertained-----						
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

¹ Less than 1 percent.TABLE 137.—*Replies to the question: "When the price is low and potatoes are good, do you buy more, less, or the same?"*

Replies	United States	North	South	Boston	Chicago	Los Angeles
	Percent (¹)	Percent (¹)	Percent 23	Percent 19	Percent 18	Percent 17
Buy more-----	20	19	23	19	18	17
Buy less-----	(¹)	(¹)	(¹)	-----	-----	-----
Buy same-----	76	77	74	78	81	83
Not ascertained-----	4	4	3	3	1	(¹)
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

¹ Less than 1 percent.TABLE 138.—*Replies to the question: "When the price is high and potatoes are not very good, do you buy more, less, or the same?"*

Replies	United States	North	South	Bos- ton	Chi- cago	Los An- geles
	Percent (¹)	Percent (¹)	Percent 1	Percent 3	Percent 4	Percent 2
Buy more-----	2	3	1	3	4	2
Buy less-----	56	55	58	56	69	75
Buy same-----	37	37	38	34	26	22
Not ascertained-----	5	5	3	7	1	1
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

TABLE 139.—*Replies to the question: "When the price is low and potatoes are not very good, do you buy more, less, or the same?"*

Replies	United States	North	South	Boston	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Buy more-----	5	5	4	5	5	4
Buy less-----	44	43	48	48	51	62
Buy same-----	47	47	45	42	43	34
Not ascertained-----	4	5	3	5	1	(¹)
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

¹ Less than 1 percent.TABLE 140.—*Replies to the question: "When there are a lot of potatoes on the market, do you find that you buy the same, more, or less potatoes than usual?"*

Replies	United States	North	South	Boston	Chi-cago	Los Angeles
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Buy more-----	8	8	7	8	7	5
Buy less-----	(¹)	(¹)	1	-	-	(¹)
Buy same-----	85	85	84	85	92	93
Not ascertained-----	7	7	8	7	1	2
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

¹ Less than 1 percent.

TABLE 141.—*Replies to the question: "When pototoes seem hard to get, do you find that you buy the same, less, or more potatoes than usual?"*

Replies	United States	North	South	Boston	Chi-cago	Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent
Buy more-----	5	5	6	6	4	3
Buy less-----	23	24	17	26	23	28
Buy same-----	60	59	64	55	64	58
Not ascertained-----	12	12	13	13	9	11
Total-----	100	100	100	100	100	100
Number of homemakers-----	2,096	1,706	1,183	243	255	226

CHARACTERISTICS OF THE SAMPLE AND CENSUS COMPARISONS

For the United States as a whole the percentage distributions of various characteristics of the sample are given in tables 142 through 145. These characteristics are relatively comparable with census data, and parallel distributions from the sample and from the census are presented, to give a validity measure of the sample.

TABLE 142.—*Race comparison by region*

Race groups by region	Sample 1947	Census 1946
	Percent	Percent
North-----	81	79
White-----	77	74
Nonwhite-----	3	5
Not ascertained-----	1	-----
South-----	19	21
White-----	15	16
Nonwhite-----	4	5
Total-----	100	100

TABLE 143.—*Income comparison (weekly)*

Income groups	Sample 1947	Census 1946
	<i>Range</i>	<i>Range</i>
Lower third-----	\$50 and under-----	\$47 and under
Middle third-----	\$51 to \$70-----	\$48 to \$76.
Upper third-----	\$71 and over-----	\$77 and over.

TABLE 144.—*Comparison of age groups*

Age Groups	Sample	Census
	1947	1947
	<i>Percent</i>	<i>Percent</i>
20-24 years-----	9	13
25-34 years-----	23	24
35-44 years-----	24	21
45-54 years-----	19	18
55 years and over-----	24	24
Not ascertained-----	1	—
Total-----	100	100

TABLE 145.—*Comparison by education*

Educational groups	Sample	Census
	1947	1940
	<i>Percent</i>	<i>Percent</i>
None and grade-school education-----	35	49
High-school education-----	47	39
College education-----	16	11
Not ascertained-----	2	1
Total-----	100	100





